May God make the New Year (1929) Your Happiest Yet

WATCH TOWER BIBLE AND TRACT SOCIETY

Classes and Auxiliary to Date
96,091 Books
93,492 Booklets

BULLETIN

JANUARY FIRST NINETEEN TWENTY-NINE

Colporteurs to Date
181,447 Books
119,679 Booklets

THE BIG DRIVE IS ON

Glad to See so Many Class Workers in the Field

BOOKS

We have just completed comparing your October and November sales and are very glad to tell you that the results are most gratifying. Your quota of bound books was 95,000 for the months of October and November. The sales during that period were 96,091, or 1,091 books above the quota. We do not mind admitting now that when this quota was set we were apprehensive that, because of the *Peoples Friend* campaign, you would not be able to make it. But, in order to attain the objective for the year, it was necessary to set this quota. It is therefore doubly gratifying to us, and we know it will be to you also, to find that you not only made your quota but exceeded it by over one thousand books. This is unquestionably the Lord's blessing upon the efforts put forth.

BOOKLETS

The booklet quota did not show up as favorably as that of the bound books. However, this is no cause for discouragement. In fact, we are convinced that by the time the *Peoples Friend* campaign is finished you will more than make up the 11,500 which you were short during October and November. The quota for booklets was 105,000, and the sales for the two months were 93,492. However, it should be kept in mind that we are this amount short of our monthly quota. Therefore we recommend that each class make note of this fact and put forth an extra effort to bring your booklet sales up to the monthly quota in order that you may be assured that by the end of the year the yearly quota will be reached. Of course it is not the intention to make up this shortage on booklets by diverting the campaign from the bound books or five-cent booklet while these campaigns are on, but, rather, that the workers should add one or more booklets to their present combination and thus increase the sale of the booklets to bring it up to the required amount.

Last, but by no means least of our news for you in this *Bulletin*, is that you have more than maintained your quota of workers in the field during the months of October and November. As you know, the quota was an average of 4,000 workers each week. During October the weekly average number of workers was 4,734, and for November it was 4,844. That is what being God's witnesses really means: consistent regularity in the work that the Lord has given us to do. We are convinced that this figure of 4,700 and 4,800 workers can be maintained throughout the year. We believe that each one of you brethren in the field appreciates as we do here the necessity of giving an effective witness to the glory of the Lord at this time. However, there is one thing that we should like to call to the attention of a number of service directors, and that is the fact that 161 classes in the United States did not report during the months of October and November. If these had reported, undoubtedly the quota figures shown above would have been greatly increased and even more encouraging. We therefore earnestly request all service directors to cooperate with us in maintaining accurate records by reporting regularly, every week.

Biggest Eight Weeks Ever Had by Pioneers Surpasses Previous Peak by 26,669

The first returns for the big campaign for October and November are now ready. Regular colporteurs, you placed 181,447 books and 119,679 10¢ booklets. Auxiliary colporteurs, you sold 22,066 books and 16,054 10¢ booklets. Isn't that great for a starter? We think so, and it makes us very happy. But don't get puffed up over it; for in order to make the final quota you'll have to do even better than that.

Having proportioned the work which should be done monthly, we find that the regulars were short 5,553 books and 80,321 booklets, and the auxiliaries were short 4,034 books and 16,054 booklets. That sounds like a lot, doesn't it? To those who have been working hard, as we know some have, it might be a bit discouraging; but it should not be, for we are confident that when the rest who have been a little lax hear of this, they will get busy and report regularly. Of course some have been sick and unable to work, but it helps a lot if you let us know about it by sending in your report just the same. Some have done this right along, and we want you to know that it is appreciated.

Now for a few more figures. The results show that instead of 1,885 colporteurs reporting regularly each week, as were enrolled during November, we heard from an average of only 1,062. And, would you believe it? 502 didn't so much as to send us one report. The regulars who did report averaged only 17.7 hours a week in the actual canvassing; and the auxiliaries, only 7.8 hours a week, instead of the 10 hours agreed upon. So you see there's plenty of room for improvement. If everybody had been on their toes, what would have happened to that two months' quota? You would have passed it so far that you wouldn't know that it existed. But now it means full speed ahead in order to make up for lost time. The greatest work ever is now under way, and it is your privilege to have part in it.

Second "Peoples Friend" Campaign

Drive Jan. 1-20 Month to End With Canvass for Book Combination

For twenty consecutive days the singers in the Lord's army will shout forth the glad song of praise to Jehovah contained in the booklet, *The Peoples Friend*. The last great shout in November resulted in many of the classes' selling their entire stock of booklets, but we have plenty of ammunition left. If the class stock is low, the service committee should at once order enough to cover all the homes in the class territory.

Remember, the drive for *The Peoples Friend* is to be for twenty days ONLY. Then all start the work with the bound books by re-canvassing the territory just worked for the booklets, as outlined in the *Bulletin* of December 1.

CLASS

We would not want this occasion to pass without commending you on the last *Peoples Friend* drive. There were approximately 1,000,000 copies of this booklet placed in the hands of the people by the classes during the October-November drive. There were on an average 4,844 *workers* participating in this drive, selling an average of *200 booklets* each. Nothing but the spirit of Jehovah actuating the workers could have accomplished so mighty a witness in so short a period of time. In fact, when the report was compiled at the office we felt like the psalmist of old who said, "This is the Lord's doing; it is marvellous in our eyes."

The January drive with this booklet will last five days longer than the drive during October and November. It will undoubtedly result in another million of these booklets' being placed in the hands of the people. In order to accomplish this, let each worker set for himself the minimum quota of 200 booklets for the drive. We are sure that as the Lord blessed the efforts put forth in the last witness he will also bless your efforts in this drive, if you, as individuals, put forth a reasonable effort to reach the objective. In the March *Bulletin* we shall give you the results of this drive.

Avoid Frequent Changes of Address

Colporteurs who are working pioneer territory are asked to select a central point at which they can collect their mail, in order to avoid too frequent changes of address. By planning your work so that you will not have to change your address more than twice a month at the most, you will not have the difficulty of lost mail, paying extra forwarding charges, etc. Whenever it is necessary to make a change, please remember to notify the Colporteur Department in advance on the regular change of address slip.

Colporteurs' Part in *Peoples Friend* Drive

Of course all the colporteurs want to have some part in putting out *The Peoples' Friend*, but not all can afford to give their full time to this during the special drive periods. We suggest, therefore, that you offer one of the booklets with each sale. If you have an assignment of winter pioneer territory with some class and the class intends to cover your territory with this booklet, then you need not include it in your combination. If you cooperate with the local service director you will know just what to do. But if you have territory which the class is unable to cover with the booklet, then it will be well for you to include one with each sale and to offer it at each call you make, even though the drive may not be on.

Some one asks, "What about those who are working pioneer territory where there is no class?" If you have such an assignment you may follow the same practice or spend a day or two a week in canvassing part of your territory for the booklet exclusively. Then a few weeks later in this same territory try a re-canvass with the bound books. We shall be interested in hearing from you as to the success of the latter plan.

Restoration Consignment

Early in January we shall forward a consignment of *Restoration* books to all classes. This book will be charged on the class account at seven cents and sold to the public at ten cents. It can also be included in combinations with two other ten-cent booklets at three for twenty-five cents. This will undoubtedly prove to be a most attractive addition to the booklet assortment and should be a big factor in encouraging the sale of book-and-booklet combinations.

Colporteurs Asked Not to Use Class Books

Colporteurs are requested to order their books direct from the Society instead of drawing on class stock and requesting us to make a transfer entry on our accounts. This has caused a great deal of confusion in our records. Only in case of special emergency or when special permission has been granted by this office should this be done. If you run short, borrow from the class and replace the books when your new supply arrives. The only exception to this is in the case of auxiliary colporteurs working with the 5¢ booklets. Since the auxiliary and class rates on these are the same, the auxiliaries should buy them direct from the class. Please do not request that a transfer entry be made, however.

The Tourists Are Seldom Canvassed

Three Classes of People That Have the Means to Buy But Are Not Often Reached

Travelers, Hotel Employes, Small Merchants

During the months of January and February, and in some localities most of March, there is a great influx of winter tourists to Florida, Georgia, North Carolina and South Carolina, Texas and southern California, with Louisiana, Mississippi and Alabama getting their share. These people are, as a rule, not the extremely rich, looking for pleasure, but the moderately well-off class who can not endure the rigorous northern winter. They are an intelligent class of thinking people who have had to earn whatever little of this world's goods they have. Away from home, they will have time on their hands to think and read. If they can be approached with the proper literature, they will undoubtedly respond. During January, February and March a concentrated effort should be made to reach this class. The majority of them will be found in hotels and select boarding-houses, difficult to reach by the ordinary canvasser. Therefore it will require very careful planning on the part of the service committee to reach them. In this planning we shall not be able to give you much help, because the local conditions vary greatly. However, qualified brethren who are good mixers and capable of meeting the hotel employes and guests on equal terms should be chosen for this work, so that, in case it is not practicable to canvass the guests direct, some arrangement might be made with the manager or room clerk to place some of the 'question leaflets' in a neatly-addressed envelope in their mail-boxes. Or another suggestion: In most of these resort towns the local newspaper carries a list of "Hotel Guest Arrivals". These could be watched closely and the 'question leaflets' mailed to them. However, it is much more effective to canvass the people direct; and where this is possible, do not resort to the mailing plan.

Another class of people found in these localities at the same seasons, and who should not be neglected, are the hotel employes. These are a class who work at the northern seashore and mountain resorts during the summer and go south in the winter. They travel a great deal and are, as a rule, broadminded. Some of these are colored, others white; but as a rule they have separate quarters and can be reached between three and four in the afternoon and between seven and nine in the evening, according to their employment. It will require careful planning to reach these people, also. The service committee should ascertain all the facts and conditions regarding all the resorts in the class territory, and lay plans accordingly.

The third class in this section who should be considered in this campaign are the small merchants (in curio shops, soft drink places, restaurants, garages and filling stations), in fact, all who cater to tourist trade. These should be canvassed in the forenoon, preferably Monday, Tuesday and Wednesday.

Class Workers' Books

Three Hours a Week Designates One as a Worker

Books are shipped to the classes on consignment and charged to the class at class rates. Every member of the class engaging in the service an average of three hours a week, and so reporting to the local service director, shall be entitled to receive books at the price at which the Society bills to the class, to wit, the class rates shown on the price-list. All profits between the prices abovementioned and the established retail selling price belongs to the worker, and it will be his privilege to contribute it to whatsoever fund in the class he may desire, or otherwise dispose of it as he may see fit. If the workers themselves enter into an agreement among themselves that they will set aside and contribute to the service fund so many cents from each sale, that will be their privilege, but it should be done by consent and not by compulsion. All who are not workers within the meaning of the above statement should be required to pay the full retail price to the class, and the class may do with the funds what it wants to and however it pleases.

Marking Literature

There is a strong objection to stamping local addresses in the literature that we sell to the public. Therefore Brother Rutherford has ruled that "the local address is not to be stamped in any literature sold after the receipt of this *Bulletin*", with the exception, of course, of such pieces of literature as you have already stamped. If the advice in the "Organization Method" has been followed closely in this connection, this should not amount to a great deal. Kindly observe this rule in all literature distributed.

$1.00 Bibles Aid Sale of Books Now in Stock

One brother writes us, "I find that to mention, 'I have a good Bible for those who do not have one,' makes the people in this rural mountain district feel more appreciative of the other books and has enabled me to make a few sales of the five books, also combinations with a No. 216 Bible for $2.98, where I do not believe any sale could have been made without a Bible."

What is true of him might also apply to other workers. These $1.00 Bibles, No. 216, are now in stock; and if any of the colporteurs or classes desire them, they can get them by sending their orders direct to this office. They are not being handled by the depots.

Returning Books

Please do not return any books to us without first having been advised by us to do so. Especially is this important in the case of defective books. In such instances it is important for us to know the nature of the defect, so that the books will not be placed back in stock. All books returned should be carefully packed, securely tied, and plainly addressed with your full name and address, as well as that of the Society. Such information should appear on all correspondence to this office also.

Volume Combination Drive

By Using the *Government* Book as an Opening Argument Combinations are Going Strong

A Better Way to Encourage Radio Stations

Letters of appreciation sent to radio stations by individuals are of doubtful value, sometimes because of poor writing, poor spelling or poor grammar, and because the station owners recognize the fact that such letters are urged. We here suggest a method of encouragement whereby one letter may be far more effective than scores or hundreds. It is this:

Let all canvassers mention WATCH TOWER PROGRAMS and the nearest station broadcasting the same and ask about the reception of these programs. Jot down the information in a note-book, and report the same at the one- and two-day LOCAL SERVICE CONVENTIONS that are now being held all over the country. Some good stenographer or penman should take down these reports and formulate a well-written, typed letter which should be sent to the station proprietors. The letter should embody the following points, viz.:

(1) That a convention of Bible Students was held, giving the name of the city.

(2) That reports on reception of WATCH TOWER PROGRAMS from this particular station were requested.

(3) The cities and towns that report good reception should be mentioned, with other items of interest.

(4) Mention the fact that the delegates call upon the people in their homes, offering them Bible study helps and always introducing themselves by identifying their work with the WATCH TOWER PROGRAMS.

(5) Conclude the letter with an expression of thanks for the cooperation of the station in making our programs a success.

Further details about this plan are given in *The Golden Age* for December 26 (Number 242).

"Pinched" for Bright Lights

Pays Fine With Books

A colporteur writes us from California that the other day he was "pinched" by a "speed cop" for having glaring headlights. He was brought before the justice of the peace and fined five dollars. But in the course of the proceedings he began to tell the judge about the truth. The latter in turn took him into his confidence and related how his wife had died just the previous week and how distressed he was over conditions in general. For a half an hour the brother talked with him, and writes us, "We had the balm of Gilead. He wanted the comforting message. Tomorrow we pay our fine with a set of Judge Rutherford's five books and five booklets and also a set of seven volumes of *Studies in the Scriptures*. 'God works in a mysterious way his wonders to perform.'"

Some Use 12 Book Combination

The Volume combination drive is well on the way in class territory, and by using *Government* as the key book it is going strong. The election issues are still fresh in the minds of the people. Many people think that opportunity for good government was lost with the defeat of Governor Smith. Others voted for Mr. Hoover and are wondering whether it will result in good government or not; and there are still others who have read *The Peoples Friend* booklet who are wondering about the failure of all human methods of government, as suggested therein. Undoubtedly many people who favored Governor Smith for president feel that they were discriminated against because of a bigoted attitude on the part of many people. To such it may be stressed that the publications of the Society are broadminded and unsectarian and without bigotry and show no favoritism. A colporteur writes, "The Catholics, after election, are good for the truth, and today I sold one such whose faith was wavering."

Another sister recommends the twelve-book combination, which comprises the seven volumes of *Studies* and the five later books, to those who are interested or to those who have read some of the later books and want to investigate further. This combination at $4.48 is most desirable and should be recommended whenever possible.

RURAL ROUTE MAPS

Sold by U. S. Post Office

Great Help in Covering Territory

If you want to cover your rural territory thoroughly, which of course you do, we suggest that you get a rural map of the territory assigned to you. Go to your local post office and ask for permission to look on pages 88 and 89 of the 1928 U. S. Postal Guide. There you will find a list of counties for which maps can be obtained, together with the following instructions:

"Maps showing rural-delivery service in the counties listed below have been completed and negative prints can be furnished at 50 cents per copy. These maps are drawn, generally, on a scale of 1 mile to the inch. Rural routes for counties not listed are shown on local center maps which can be purchased for 75 cents for all routes from each office. Purchasers must make application and payment for the maps to the 'Disbursing Clerk, Post Office Department, Washington, D. C.' All remittances should be by postal money order. Postage stamps not accepted in payment."

These are excellent maps, as they show not only the routes but also the number of homes and their locations along each route.

WATCH TOWER BIBLE AND TRACT SOCIETY

Classes and Auxiliary to Date
140,367 Books
148,745 Booklets

BULLETIN

FEBRUARY FIRST NINETEEN TWENTY-NINE

Colporteurs to Date
272,939 Books
184,118 Booklets

Colporteurs See Old Year Out with a Bang

Sell 104,215 Books in Spite of Big Odds

In a whirlwind fashion, the regular and auxiliary colporteurs swept forward in the field and wound up the old year 1928 by placing during December a total of 104,215 cloth-bound books in the hands of the people. In spite of the wide-spread "flu" epidemic, Nimrod's holiday, bad weather and everything else to make this month one of the worst for the work, the regulars sold 91,492 books, 64,439 booklets and 24,351 *Peoples Friend*, and the auxiliaries, 12,723 books, 9,699 booklets and 7,748 *Peoples Friend*. This makes a grand total of 210,652 pieces of literature for the month. How's that for seeing the old year out? When you compare the 104,215 books with the 22,264 books placed during December of last year, you have something to think about.

Now for a little more interesting dope. Comparing the first three months of the 1928-1929 fiscal period with that of 1927-1928, we find that the regulars have placed practically 431 percent more cloth-bound books during this year. The activity among the auxiliaries represents an increase of 330 percent. And we thought that last year was a wonderful one! Here's a real starter for a "humdinger".

But in spite of this big increase, there's still a lot more to be done. The regulars are 14,061 behind in their book quota, and the auxiliaries 11,211, for the first three months. Sickness has kept a lot out of the work; many have failed to report at all; and the sale of booklets has fallen 'way behind for this period. If with the opening of spring there is a corresponding increase in the enrollment, we hope that these shortages will be more than made up.

So keep up the good work, colporteurs, and by the Lord's grace that 3,450,000 book quota and 1,000,000 for booklets can still be made. Already you have made 18.8 percent of your goal in books, whereas last year at this time you had sold only 10 percent. But in booklets you have disposed of only 11 percent. To remedy this, try to leave something in every home even though it be but a 10¢ and a 5¢ booklet. By dropping to this 15¢ booklet combination as your final offer, there will be a big jump in the number of booklets placed and a more thorough witness given to the honor of Jehovah's name.

News Items

"It certainly pays to follow up quickly with the books where the territory has been canvassed with *The Peoples Friend*. We have sold many books as a result of the interest thus created."—Pablo, Mont.

"I sold a set of five today to a detective, a Catholic. I had sold him a *Peoples Friend* about a week ago. I asked him if he had read it and how he liked it. He said that 'it was good', then added that 'it was VERY GOOD'. I had three books left in my bag and offered him these. He said, 'I believe that you said there were five. I want them all.'"

Colporteur in Springfield, Mass.

Bound-Book Drive Real Success in Following Up *Peoples Friend*

With the close of the *Peoples Friend* campaign, January 20, the bound-book drive should immediately follow, going over the territory just canvassed with *The Peoples Friend* and taking advantage of the interest thus created. Adapt your combination to what the territory will be able to handle. Discuss this matter carefully at your service meetings, and if it is found that the $1.98 combination is beyond the means of the people in any particular section that you are going to canvass, offer them a smaller combination. All combinations, however, should include at least two bound books as well as some ten-cent booklets, and *The Peoples Friend* if it has not already been placed. We have a recommendation of a combination which has proved very successful in certain sections of the rural territory. It is the $2.98 combination composed of the five new books, any one volume of the *Studies in the Scriptures* and six ten-cent booklets. A brother writes us as follows concerning this:

"In sixty-six calls I was able to place eleven of these combinations, or a total of 132 books and booklets, as well as 79 additional pieces of literature. Another brother sold sixteen of these $2.98 combinations in the same number of calls. We regard this plan of working country territory as the very best of which we know."

This combination might be tried out when working rural territory in the South and on the west coast and in any other accessible rural territory that can be worked at this time.

Special Bulletin

The Society is mailing out a special *Bulletin* compiled from the experiences of colporteurs and other workers which contains a lot of helpful information for every one who is engaged in the witnessing and giving the message at the present time. Therefore we recommend a careful study of the special *Bulletin* by each worker in the field as well as by the service committees. We believe that the merit of the suggestions offered there for working various portions of the territory and for canvassing different classes of people has been confirmed by wide experience in the field and that a careful application of these suggestions to your territory, as far as possible, will prove helpful.

Working Class Workers More Efficient

We Are Wondering What Happened to the 161 Classes and 1393 Workers That Did Not Report

We have just completed an analysis of the figures covering the December class sales. These figures reflect some of the retarding influences which the workers encountered during the month and which contributed to the slump manifested. It will be noted that the average number of weekly workers in the field dropped fifty percent from the November figures, or from an average of 4,844 workers each week to 2,451. The number of classes reporting dropped from 754 to 593, or 161 classes that reported during November failed to report during the last week of December. The third outstanding factor that these figures manifest is the time spent in the service by the workers who were out in the field. During the month of November each worker had an average of 4.44 hours a week. The December figures are 3.45, or a drop of a little less than one hour a week per worker in the time spent in the service.

To simply consider these facts without making due allowance for the contributing causes would be unreasonable and unjust to the workers. In considering these causes we find the chief one to be the "flu", which amounted almost to an epidemic in some parts of the country. In some places schools have been closed since January 12. Many of the friends have also suffered from this, being taken out of the service for a considerable period. The reports also indicate that from 33 percent to 75 percent of the homes canvassed were affected by this sickness, which did a great deal to retard the witness. Another obstructing condition was that it was Christmas month; and while undoubtedly much was accomplished by following up immediately the territory previously canvassed with *The Peoples Friend* and thus taking advantage of the interest created, and also by the attractiveness of the five-book combination, yet, despite all this, we have to acknowledge that December is the worst month of the year. The Devil has made a very thorough job of commercializing the non-essential things and making them attractive to the people and blinding the minds of the majority to the actual need of the essential things, so that the normal effectiveness of our message was to a great extent diminished during the month of December.

These were the outstanding reasons, undoubtedly, for the low sales during that month. However, we do not want to dwell entirely on the unfavorable phase of the month's work. There were also a number of encouraging features to it. Despite the many retarding features mentioned above, December, 1928, was the most consistently active December the classes have had. The average number of workers in the field was only 55 less than December, 1927, and the sales of the bound books per worker was 3.69 per week this year as against 2.7 last year. In other words, the efficiency of the workers in the field increased about 28 percent; so that with 55 fewer workers we were able to place over 2,000 more bound books in the hands of the people during the month than we placed a year ago. We are confident that if the conditions were anything like the average December we would easily show a fifty-percent increase in the bound books sold. Surely this is gratifying.

However, it leaves us quite a way behind our quota; and in order to accomplish what we have set out to do and magnify the name of our God as we had hoped to do, each one will have to take another hitch in his belt and buckle down a little harder. These experiences make us appreciate the fact that we are in a real battle. It is a real warfare. During December the enemy obtained some advantages by adding more misery to the human family and retarding the normal effect of our witness and probably by trying to cause some of the Lord's witnesses to become discouraged because of not reaching the quota they have set for themselves. In this latter matter, at least, he can not succeed; for an impartial analysis of the results clearly demonstrates that in spite of all that he can do we have not lost any ground over last year. During October and November the advantage was on our side. We more than kept up with our quota, except for a few booklets. We have lost a little in the enemies' counter-attack in December. However, this will easily be made up in January and February, particularly in February, we are confident; for the epidemic of "flu" is still pretty severe in certain parts of the country and will in all probability affect our second *Peoples Friend* drive. Therefore it is going to require added diligence on the part of all to maintain our present position and press the enemy more effectively, and of the service committee in planning the work and making a careful analysis of the field and ascertaining favorable or unfavorable conditions that exist and then carefully coaching the workers so that these can successfully meet every situation. These matters should also be taken up with the regional service director when he visits you. His experience with the same conditions in other classes will be a great help. Then the workers should carefully scrutinize their individual arrangements with a view to devoting more time and energy to the service. In this way only can we hope to overcome the temporary advantage of the enemy and attain to our objective in the distribution of the message.

(Continued on page 2, column 1)

Directors and Colporteurs Asked to Follow Instructions in Filling Out New Report Cards

A supply of a new style of report card has been sent to all colporteurs and class directors, together with instructions for filling these out correctly. Since the colporteurs received their supply first, it has been found that some have not read these instructions but have taken it for granted that they knew all about the cards. This has caused confusion and a loss of time because of vague information on cards improperly made out. We know that you want to cooperate and to do things right. That's why we sent the instructions. So won't you please use them? Read them over carefully and report in its proper place all the information requested.

If any colporteurs or directors have not received their supply, order them at once.

Sharpshooters, Secretaries and Directors Asked Not to Use Colporteur Supplies

Sharpshooters, class secretaries or directors are requested not to use envelopes, order blanks or other supplies which are put out for the exclusive use of those on the active colporteur list. By having such mail come to the Society addressed to the Colporteur Department, it causes a double handling of the mail and much loss of time in looking it up.

Colporteurs, on the other hand, are asked to use these various forms and always to address their correspondence to the Colporteur Department. If they run out of stock of any of these, we shall be glad to receive their order for more.

(Continued from page 1, column 4)

Our booklet campaign does not show up as promisingly as that of the bound books. At the end of November we were 11,500 booklets short of our quota. This has now grown to 24,855. There are two contributing causes for this, in addition to those mentioned above. First, the friends are selling the *Peoples Friend* booklet instead of a ten-cent booklet. During December they reported a hundred thousand *Peoples Friend* put out in combination and singly. This naturally affects the sale of the other booklets; but this will adjust itself as the *Peoples Friend* stock is exhausted. The other reason is that many of the friends canvassing for the bound books do not drop to the three-booklet combination or to a single booklet with *The Peoples Friend* for fifteen cents. When the prospect refuses to consider the bound-book offer, some stop canvassing entirely. An effort should be made to place the booklets in every home where a bound-book sale can not be made. With the advent of the *Restoration* booklet, which is the most attractive ten-cent booklet offer that the Society has ever made, a booklet combination should prove to be very acceptable to the public and should be offered in every case where bound books can not be placed.

We are submitting herewith the figures showing the percentage of sales and quota to date.

	Books	*Booklets*	*Total*
Quota	145,000	173,600	318,600
Sales	140,367	148,745	289,112
Short	4,633	24,855	29,488

Question Cards Are Great Help in Gaining Audience with Busy People

Have you tried using the question slips or cards in your canvassing? Many of the colporteurs are finding that these are very effective in stimulating interest, not only in the homes, but also in the business districts. One brother in particular attributes a great deal of his success to them, saying, "I have been doing a little experimenting with some question cards. I wish to state here that those cards are the greatest thing to gain audience with a busy person or business man, as well as with other people, I have ever seen. Brother C—— and I were canvassing a mining town. He tried to gain the attention of a busy bookkeeper. 'Not interested—too busy—too many books anyway.' Brother C—— left him a question card, telling him to be sure to read it. I came in later in the day and he came up to me in the store, and as soon as he learned I was selling the books, he said, 'If those books answer the questions on that card, they are mine.' And they were, as soon as I got the money into my pocket."

He shows also to what an advantage these can be used in stores where one finds it necessary to talk to several at the same time, saying, "A few days ago I was canvassing a young man in a pool room. The boss came in and I gave him a question card to keep him interested while I finished with his clerk. When I told the clerk the price, the boss stepped up and said, 'What? You mean all those books for that price?' I answered in the affirmative. 'Well, can all the answers be found in those books?'

"I said, 'Yes, and several thousand other questions and answers.'

"'They are my books.'

"I asked him what aroused his interest so much in them, and he told me it was those questions which had been a great puzzle to him, and he added, 'You could never have sold me those books if it wasn't for that card.'"

Radio Stations

The 15th of each month *The Watch Tower* has on the back page a list of the radio stations broadcasting the truth. This is particularly for the information of the workers, so that when calling on the people they can mention the radio station broadcasting the message in their vicinity. The service director should call this to the attention of the workers and urge them to make mention of the radio station at each home visited.

We are now able to furnish a nicely printed slip advertising the radio stations which comprise the WATCHTOWER CHAIN and also the five books. A picture of *Creation* in light blue adds to the attractiveness of the leaflet. These can be supplied to classes or individual workers at $1.50 per thousand. (No additional printing can be done on these slips.)

Suggestions for Working Apartment Houses

If there are any apartment houses in your territory, now's the time to work them. Since they are warm and dry you need not worry about the weather, even though it is stormy outside.

Some of the friends have been timid about going into such places; but in many instances all you have to do is ring a bell, walk or take the elevator to the top floor and, knocking at the various doors, work your way to the bottom. One brother has found that when there are several doors opening on the same corridor it pays him not to make all the calls on the floor in succession. He makes his first call on the top floor and his second on the floor below. Then for his third he returns to the top floor; and he repeats this process until the building has been completed. His reason for this is that if several bells are rung in close succession on the same floor the occupants of the other apartments also hear them, as well as his voice in the hall. This leads them to mistake him for an agent; so that when he rings their bell immediately thereafter, they fail to respond.

In the more fashionable apartments which have strict regulations against any canvassing, some have suggested that a letter be sent in advance making an appointment with the people to call on them at a certain date. If stopped in their work, they can then tell the superintendent that they are calling on Mr. (or Mrs.) —— —— by special appointment. When they ring the bell they are readily identified because of the advance notice. One colporteur has been using this method with good results in gaining an entrance into a very good class of apartments, and writes us:

"I find the best time to see the people is in the evening. I go to the lobby and copy the names from the mail boxes and then send them the letter about two days before I call. (A city directory might also be used.) I tell them the date I will call, so that they may expect me. Sometimes I call two or three times before I get in; but as soon as the door is opened for me, I go in, starting on the top floor and working down. After getting in I just rap on the doors and ask them if they received my letter."

The advance canvass which this colporteur uses is neatly type-written and reads as follows:

All Ye Cliff-Dwellers—Attention!

Once upon a time there dwelt in the land of Detroit a people who were cliff-dwellers. The land was ruled over by a wicked prince, a hard task-master, who inflicted on the people pain, suffering, sorrow and tears. Only occasionally did a ray of sunshine peep through the dismal walls of the cliffs, and flowers and trees were unseen except as the dwellers went forth to their daily tasks and passed them by the wayside.

One day the Messenger of Deliverance came, and lo! the doors were locked so he could not enter.

However, he had his trusty bow and arrows with him, and right through walls and doors he shot five arrows, each with a message of peace, as follows:

DELIVERANCE: The King returns to his domain, expels the wicked prince and establishes a new

GOVERNMENT, which restores peace, prosperity, life, liberty and happiness, rebukes and destroys evil and brings about

RECONCILIATION of the people to himself that he might bestow great blessings on the obedient ones. Then the whole

CREATION bless and honor the King. Laughter, joy and peace now are the rule, and all the King's subjects give honor to his name. Music is heard in the land. Anthems of praise are sung and sweet are the notes from

THE HARP OF GOD. Many songs, from Creation and each progressive step of the King's plan to the Restoration, spoken by all the prophets of the earth, are heard, praising the King.

I hope this arrow may open the door. I will call and deliver this message on ——

(Signed) ——

Representing Watchtower Programs

Another colporteur is mailing a question card, enclosing with it a personal calling-card announcing the day on which the call will be made.

If any one has any other suggestions to make along this line that are proving effective, please mail them to us in care of "The Bulletin".

Directors for 1929

We were endeavoring to have all service committees completed by January 1. In this, however, we were handicapped by the failure of a number of classes to send in their 1929 recommendations for director. It was necessary to send a second request to approximately 300 classes and of these there are 160 yet to be heard from. We realize that in many of the smaller classes in isolated sections of the country it is difficult to get together at this season of the year. However, we believe that it is very important that each service organization should be completed as soon as possible and therefore we ask those classes that have not yet sent in their recommendations for 1929 to try to arrange for a meeting and submit these names as soon as possible.

Service Conventions

Arrangements have been made for all organized classes in the country to be visited during 1929 by regional service directors. In addition to this the Society is arranging for a series of two-day service conventions to be held in classes that are centrally located and accessible to a number of other classes in their vicinity. These conventions are generally arranged for the last two days of the regional service director's visit to these centrally located classes. The purpose of the service conventions is that the friends might assemble for cooperation in the service work. The forenoon and part of the afternoon will be devoted to service, and the late afternoon and evening to service testimony meetings and talks. As far as possible arrangements are being made to have two of the regional service directors serve at each convention. In reporting the activities at these conventions each class that attends should be under the supervision of the director or some brother appointed by him. The visiting friends should take their own books and report the sales made as of their own class, not the class at which the convention is being held. In this way each class is disposing of its own consignment of literature and is getting credit for the sales made. However, before leaving the convention each class representative who is in charge of the service work should report to the local director all the sales made in the latter's territory and the towns in which they were made, so that he can include this information in his yearly report on all the sales of literature made by the workers of his own class.

WATCH TOWER BIBLE AND TRACT SOCIETY

Classes and Auxiliary to Date
157,237 Books
134,235 Booklets

BULLETIN

MARCH FIRST NINETEEN TWENTY-NINE

Colporteurs to Date
335,027 Books
218,971 Booklets

PRESSES PRINTING "JUDGMENT" & "OPPRESSION"

Most Attractive Society has ever made

Booklets Will 'Take Big' with the Public

Can Be Used to Great Advantage in Placing Five-Book Combination

"Better and more books and booklets" is the slogan of the Watch Tower printing plant. We have tried our best to make these two new booklets the finest-looking and the most attractive we've ever published. We hope you will like them. They contain the very best reading matter, because it will bring to the people comfort and gladness of heart. It is because they contain the truth that we have endeavored to make covers that will attract attention and make people want the booklets. Of course, you yourself should get well acquainted with their contents before canvassing with them.

Brother Rutherford has made these two booklets *Judgment* and *Oppression*, the best yet, and we expect a tremendous circulation. We are not going to tell you all about them, but here are some things of interest. On the cover of one appears the title, "Oppression. When will it end?" There is something to talk about right away. The people are suffering oppression. You can help them by placing in their hands booklets with the answer. On the cover of the other booklet is the title, "Judgment—of the Judges—of the Preachers—of the Nations—of the Financiers—of the Politicians—of Satan's organization—of the People," worked up in bright colors. As soon as one looks at it, it will make him want it. We believe these booklets will 'take big' with the public; and we hope that, with the Lord's blessing, they will have the greatest circulation of any year booklets.

On the back half of the covers we have reproduced the five big sellers. The pictures of these five books, printed in four colors, can be used to great advantage in selling or taking orders for the set. The cover can also be used as a prospectus because it has such a splendid reproduction of our books.

A consignment of the two booklets is being made to every organized class, and we figure that they will be delivered about the third week in March. As soon as shipments are received the directors should get them in the hands of the friends so they can enjoy the contents and immediately start the work with them.

The colporteurs should begin sending their orders to Brooklyn, or to the St. Louis or Chicago depot, about March 11. The Oakland depot will have the booklets in stock about March 22. The class and colporteur rates applying to these booklets are the same as those of the other ten-cent booklets.

Directors Reporting Colporteur Sales

Many of the directors still seem to have difficulty in reporting sales made by colporteurs. All sales made by auxiliary colporteurs should be reported to the director of the class the same as those of any other worker in the territory, and the director should include these sales in his weekly report to the Society, as well as on his yearly report at the end of the year. Auxiliary colporteurs are requested to make two reports weekly, one for the director and one for the Society. These reports by the auxiliary colporteur to the director should include all the sales they have made during the week, whether on Sunday or on week-days. They should plan their work, however, so that what they do on Sunday is over and above their 10-hour weekly minimum requirement. Reports of colporteurs other than auxiliary colporteurs should not be included in the weekly report of the director. In fact, all colporteurs other than auxiliary are requested not to report to the director weekly, but to give him a report when the territory they are working in his assignment is completed, showing the number and kind of books sold, and in which town, that he might include this information in his yearly report covering the territory assignment of the class. In his weekly report the director should not report sales made by any colporteur except auxiliary colporteurs.

Transportation Charges What We Pay What You Pay

The question has been raised in regard to expense of shipping books to classes and colporteurs. All shipments are made the cheapest way when we prepay the charges. If the one ordering desires the shipment made by mail or express when freight is cheaper, the difference between the cheapest way and that specified will be charged to his account.

In view of the fact that freight rates are based upon 100 pounds as a minimum charge, we ask that colporteurs and classes place their orders long enough in advance to make it possible for them to order at least this amount. The freight charges on shipments weighing over 100 pounds are figured proportionately at the 100-pound rate. To ascertain the weight of any shipment, figure on the basis of 135 cloth-bound books or 900 booklets to the 100 pounds.

Regulars and Auxiliaries near a Million

93[illegible]296 Pieces of Literature Distributed First Four Months

Are You a Pioneer Colporteur?

Then read this.

Onward flows the tide of truth. There were 743,100 pieces of literature placed in the hands of the people by the little band of an average of 721 regular colporteurs who have reported weekly for the first four months of the year. The enrollment has been greater than this, showing 1,0[illegible] as the four months' average. We are wondering what has happened to the other 377 who didn't report? So are we. But there were fewer delinquents in January than heretofore. We are still hopeful.

January was a difficult month for many of the colporteurs on account of so much sickness, heavy snows and low temperature. But we hope that from now on those who are on the list will put forth a greater effort to get in their full time. Only 16.6 hours a week, which is the average time for the average colporteur reporting weekly during the past four months, is hardly sufficient to enable one to make his expenses. One wouldn't expect to earn a living as a bank president unless he were on the job more than that. Do you think that one should ask the Lord to supply this unless he is willing to put forth as much of an effort to show forth His praises as if he were working for the Devil? Your job is much more important than that of the bank president. And we want to see you continue in the colporteur work because of the blessings that you'll receive. There's nothing like serving the most high God. But regularity is essential.

We notice also that the pioneers are falling behind in offering *Rec-*

(Continued on page 2, column 3)

Are You an Auxiliary Colporteur?

Then read this.

Br-r-r-r-r-r. Hasn't it been cold and hard to get out on the slippery pavements. So much sickness too has made it even more difficult to get in the required ten hours. We appreciate all this because of the reports that you have been sending us. But cheer up; spring will be here before you know it. Then when the birds begin to sing, the sap to flow, and the air becomes sweet and fresh with the smell of growing things, you'll be putting in more than the ten hours in order to make up the time you have lost during the past four months. The following table of figures shows that the average auxiliary reporting weekly has maintained an average of only 6.88 hours a week, instead of the required ten.

Even with that low average, and with the average of 315 delinquents in reports out of 720, you have been able to place 16.4 percent of your year's quota in books and 10.3 percent in booklets during the first third of this year. This means that during the next two thirds a lot more work must be done with the bound books and the ten-cent booklets. Still when you consider that five weeks out of the seventeen were given over to the *Peoples Friend* campaign, the possibilities of surpassing the final figures are very bright. You placed more bound volumes than we anticipated you would during January, in spite of the booklet campaign; which makes us very happy. Keep up the good work, auxiliaries, and now that better days are coming, see if that ten-hour-a-week average can't be main-

(Continued on page 2, column 4)

	Regular Colporteurs Sold in January	Regular Colporteurs Sold in 4 Months	Auxiliary Colporteurs Sold in January	Auxiliary Colporteurs Sold in 4 Months
Harp	13,354	67,236	983	7,381
Deliverance	12,190	66,060	788	6,098
Creation	12,986	72,013	954	8,687
Reconciliation	9,590	53,413	824	7,151
Government	10,899	59,413	1,073	7,915
Sets Studies	168	1,353	30	205
Misc. books	2,303	7,172	649	2,303
Total volumes	62,504	325,027	5,523	40,970
Year's quota		1,450,000		250,000
Percent of quota reached		23.1		16.4
Percent of time passed		33.3		33.3
10¢ booklets	34,853	218,971	4,636	36,281
Year's quota		1,600,000		350,000
Percent of quota reached		13.6		10.3
5¢ booklets	57,590	189,102	33,113	115,945
Total pieces of literature	154,956	743,100	43,272	193,196
Number of colp's on list	1,008	1,098	687	720
Average reporting weekly	734	721	368	404
Average delinquent	274	377	319	316
Average number of hours a week per reporting colporteur	16.6	16.6	0.75	6.88
Grand total literature distributed by all colporteurs				936,296

Are You a Class Worker?

Books	Sold January	Sold 4 Months	Year's Quota	% Quota Reached	% Year Expired
Harp	3,352	30,643			
Deliverance	2,524	24,115			
Creation	3,396	31,969			
Reconciliation	2,954	26,795			
Government	3,795	36,636			
Sets Studies	266(38)	1,498(214)			
Miscellaneous	117	5,581			
Total	16,704	157,237	900,000	17.5	33.3
Misc. booklets	15,490	154,235	1,400,000	11	33.3
Peoples Friend	199,500	1,151,612	2,517,982	45.7	33.3
Hours canvassed	38,052	259,488	1,040,000	25	33.3
Calls made	380,520	2,594,880	13,000,000	20	33.3
Average workers per week	2,642	3,668	4,000	91.7	
Classes reporting	610	692	910	76	

The foregoing table shows the activity of the classes during the month of January and also for the four months ending January 31, 1929. A close analysis of these figures reveals a number of interesting facts which will, we trust, be helpful to the service committees and the workers in planning their work for the remainder of the year. In considering the figures for January, the fact that the first twenty days of the month were devoted to the *Peoples Friend* drive makes that the most outstanding event of the month.

ANALYSIS OF JANUARY ACTIVITIES

In the February *Bulletin* we called attention to the fact that, due to the epidemic of influenza, we hardly expected that the *Peoples Friend* drive would come up to the quota set for this period. We are free to admit, however, that we did not expect that the decrease in the drive would come anywhere near the disappointing figures showu on the table above. Our quota for the drive was approximately one million booklets. Our sales for the period were 199,500, or about 800,000 short of what we expected. When we advised you in the January *Bulletin* that the March *Bulletin* would carry the results of the drive, we did not expect that our report would be so poor.

However, facts are facts, and no army can hope to be victorious if it is afraid to face the facts as they exist. The pertinent question that these figures bring up is, Why did we come so far short in the *Peoples Friend* drive in January? The first cause undoubtedly was the effect of the flu over a large portion of the United States, which retarded the activity of the workers in many of the classes. The second contributing cause was the intensely cold weather that existed in sections of the country where the weather is usually mild at this season of the year. The southwesteru states, which usually have an ideal climate for our work during the winter months, had their worst winter in years, snow, sleet and ice tying up traffic and paralyziug business in general in some sections. The North and the Northwest were also tied up with similar conditious.

CLASSES' RESPONSIBILITY IN SLUMP

While these facts undoubtedly played the major part in retarding our sales, there were other causes which resulted in so small a sale of the *Peoples Friend* booklet, and these are found amongst the classes and the workers themselves. During the October and November drive the average sales per hour per worker were 17 booklets. During the January drive the average was five booklets per hour, which seems to suggest that the real force of the message was not appreciated by the friends to the saue extent as when the booklet first came out and that consequently they did not put [illegible]e same 'punch' into their canva[illegible]s for the booklet and it did not [illegible]o over' so well.

CLASSES NOT REPORTING

Another reason is that practic[illegible]y one-third of all the organized cla[illegible]s in the country have not sent in [illegible]eports for the month of January. [illegible]e received reports from only 610 out of the 910 organized classes. There does not seem to be any real reason why this condition should exist, for regardless of how bad the weather is, a postcard can be dropped in the mailbox. Even if a class has been unable to do any work during the week, a report should be mailed to this office. Otherwise it is impossible for us to properly plan the work and cooperate with you in disposing of your stock and magnify the name of Jehovah. Therefore we again request that each service director do his part by seeing that a report card is forwarded every week.

CONTINUE WITH *PEOPLES FRIEND*

From this time forward, every combination of books sold should include a copy of *The Peoples Friend* and this booklet should be offered in every home where none of the other literature can be placed, so that this message will get into the hands of the people as quickly as possible.

DELIVERANCE AND *RECONCILIATION* SALES WEAK

Considering the figures for the four months just ended, it will be noted that we are particularly weak in the distribution of *Deliverance* and *Reconciliation*. These are 12,000 and 10,000 short of the peak that *Government* has reached. Therefore an effort should be made to tighten up on the canvasses for these books. Examine your presentatiou at your workers' meeting. Discuss the proposition, and see if this difficulty can not be overcome so as to bring *Deliverance* and *Reconciliation* up to the same level as the other books.

As an indication of how the public appreciates *Deliverance*, we have before us a copy of a catalog issued by a book-publishiug house wherein they quote "Deliverance, by Judge Rutherford—$1.40". Of course this is entirely unauthorized by us, but it does illustrate the public's idea of the value of our books.

ANALYSIS OF FOUR MONTHS' ACTIVITIES

The total sales of bound books for the period of four months amouuted to 17.5 percent of our quota, while 33⅓ percent of our time has already expired. In other words, we have sold only oue-sixth of our quota for the year in one-third of the time, and with our booklet figures we are still farther behind. We have disposed of ouly one-ninth of our quota iu one-third of the time. Sale of *The Peoples Friend* has not reached fifty percent of the number sent to the classes, which constituted the quota; and all the time set apart for the special drives with this booklet is past.

This indicates the necessity for careful planning on the part of the service committee and the workers in the field in order to overcome this handicap. While it is true that the foregoing figures are for the four worst months of the year and include the time when the *Peoples Friend* campaign was under way, nevertheless it is going to take careful planning, persistent work and a maximum amount of time in the service in order to overcome the handicap that we are faced with now.

A further analysis of the figures shows that during the first four months of the year only 25 percent of the quota of time has been put in, instead of 33⅓ percent to keep up with the portion of the year that has expired. The calls made have amounted to only twenty percent of the calls that should be made during the year.

The average number of workers per week was set at 4,000. Duriug the first two months we went well over the 4,000 mark each week; but the drop in the last two months brought the average number of workers in the field each week down to 3,668, or 91.7 percent. The number of classes reporting is far short of the total number. Evidently a number of classes do not appreciate how necessary their reports are in order to intelligeutly prosecute the campaign that the Lord's people have before them at the present time. The number of classes reporting in January was 610. The average number reporting for the four months ending January 31 was 692, out of 910 classes. Evidently twenty-five perceut of the classes do not appreciate their responsibilities in this connection and have not reported once during the first four months of this fiscal year.

These figures are uot presented for the purpose of discouraging or disheartening the friends. We are still convinced that our quota will be more thau reached before the end of the year; but, rather, these figures are presented that every one might realize what we are faced with and understand the amount of work necessary in order to come up to the goal that we have set for ourselves. In all probability, if the number of classes who have not reported had reported regularly there would be a better showing than indicated in the table above.

(Continued from page 1, column 3)

onciliation aud *Government*. These books coutain the message of the hour and should be placed in the hands of the people. If you bring them to their attention and tell them about their outstanding points, you'll find the people will take them. Go over your canvass to see if you can not improve upon it in your description of these books.

Only 18.6 percent of the year's booklet quota reached, and one-third of the year passed! That looks bad, doesn't it? But we are not discouraged; for when you see the two new booklets, we feel sure that you'll be anxious to put them out. Just think, two new booklets, covers in four colors, really interestiug readiug, the best yet, and to be sold for only 10¢ apiece! Are they pretty on the outside as well as wonderful on the inside? You just wait and see. They ought to sell like hot cakes. In fact, we are wondering if that 1,600,000 booklet quota is going to be high enough.

Plan Now for IBSA Week

Pioneers Asked to Report on Completed Territory

Pioneer colporteurs who hold territory assignments of counties that they have completed are asked to enter the number and kinds of books sold in each of the places worked, and the date of completion, on the assignment sheet and return it to us. If any have gone over their territory once and wish to recanvass it before going to some other place, write us to this effect when sending in the assignment sheet, and we shall be glad to re-assign it to you.

Special Combination For This Week

As announced in the February 1 *Watch Tower*, the first IBSA Week for 1929 takes place May 19 to 26. Each service committee and worker should commence planning for this event right now. The drives should be arranged to cover the larger towns in your assignment that have not been worked during the winter months. The towns which you intend to canvass during that week should be chosen as soon as possible and captains appointed to look after the witness in each town. These captains should arrange to get well acquainted with the territory in advance. Figure out how many workers each captain will require and how the workers can be most advantageously distributed to avoid duplication of work and waiting around for books and territory. Also, the means for transporting the friends to these different towns should be considered, and whether interurban trolley, bus or train is to be used. Competent guides with a thorough knowledge of the territory should be appointed for each party, and depots for additional supplies arranged for in convenient locations which would be known to all the workers in that town. These can usually be arranged for in small stores. Of course, if automobiles are used, they will constitute the depots for the literature and should be conveniently parked so as to be accessible to the workers. In this way many of the retarding influences and conditions that would hold up the work and waste considerable time may be largely eliminated before the drive commences.

MOST ATTRACTIVE COMBINATION

The particular combination to be used during May IBSA Week will be the five books. The Society has arranged to ship to each class whose reports indicate that they are disposing of these combinations in their territory a limited supply for IBSA Week. These combinations are being euclosed in a very attractive *Flash-tone* container which can be used to display the literature in a prominent place in the home, such as on a library table. This can also be placed in the bookcase, thus keeping the combination always intact. We believe that this container will add very materially to the attractiveness of the combination aud be a big help in selling the entire combination at one time. People will rarely request that a combination packed in such a coutainer be broken. We believe that the advantage derived from this method of presenting the books will be a big help in placing eutire sets in the homes.

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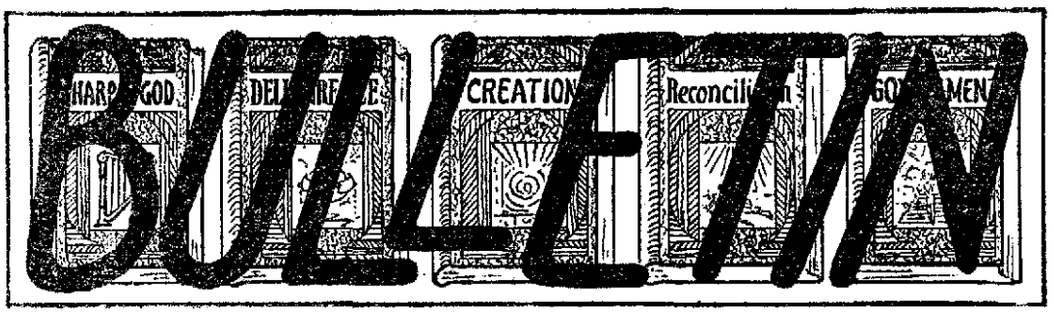
taiued. By "watching the time, stopping the leaks", and putting in an hour here and an hour there, you'll be surprised just how the hours will count up for the week.

WATCH TOWER BIBLE AND TRACT SOCIETY

Classes and Auxiliary to Date
192,286 Books
195,184 Booklets



APRIL FIRST NINETEEN TWENTY-NINE

Colporteurs to Date
410,038 Books
262,304 Booklets

MAY 19 TO 26 IBSA WEEK

Biggest Witness in History of the Church

All Kindreds and Tongues to Engage in World-Wide Message

The first IBSA Week of this year is set for May 19 to 26. It should be viewed as a spring drive of the Lord's army on the enemy's camp. From November to April the inclement weather and short days retarded the activities of the Lord's people, or at least limited their activity to their home city and a few of the larger towns in their assignment. The winter season always has a more or less depressing effect upon the public whom we have to canvass. When they open the door cold winds pierce them and, due to the fact that the workers may have either snow or mud on their shoes, the people often do not feel like inviting them in. Consequently we are handicapped during that period. However, spring is now here, with its sunshine, and the people are in a more responsive mood. Every one seems to be enjoying life. This season brings hope and cheer; an awakening to life is in evidence everywhere. The Lord seems to be tuning the world for the Kingdom message. Every anointed servant of the Lord should be imbued with the spirit of the season, much more so than any one in the world could hope to be, due to the fact that not only have we the sure evidences of spring, but behind it all we can clearly see the great awakening which it symbolizes and the great God, our Father, who arranged it all. In this way the Lord is going before his people, preparing the way for them. The Lord also assures us that in this day of judgment he will cause the wrath of men to praise him. Never has this been brought home to us more forcefully than in considering plans for IBSA Week.

PENTECOST

The first point that stands out in this connection is the manner in which the Lord overrules the agencies of Satan to his own glory. In their efforts to confuse the people regarding Jehovah God and his purposes and to relegate his name to the background, Satan and his representatives have set Easter Sunday this year to take place on the 31st of March. Pentecost, which is 50 days later, will therefore, according to their reckoning, fall on May 20. Throughout Europe and in South America Pentecost is extensively observed. May 19 and 20 are set apart this year as holidays during which most of the people are relieved from their secular employment. The Lord's remnant in those countries where Pentecost is so observed, appreciating their privilege of magnifying the name of Jehovah, will undoubtedly be glad to take advantage of the arrangement of the adversary and stage a counter-attack during these two days particularly, which are the first two days of IBSA Week, and also the remainder of the week.

If concerted action is taken by the friends throughout the world, undoubtedly the witness will make itself felt from one end of Satan's organization to the other.

VICTORIA DAY

The second occasion whereon the Devil and his associates are going to find themselves confronted with the Lord's army pushing the battle to the gate will be on May 24, which also comes within IBSA Week. May 24 is observed throughout the British Empire as Victoria Day. The British Empire is the world-power of our day, and therefore represents the visible phase of the Devil's organization. What could be more appropriate than that the Lord should arrange that our spring drive should open with a direct attack upon the enemy's main stronghold. Without doubt the majority of the friends throughout the British Isles, Canada and Australia will be released from secular employment from Friday, May 24, until Monday, May 27. These days will be set apart as a "week-end holiday", few firms caring to upset the week-end by opening for a few hours on Saturday morning. What a wonderful climax this affords for IBSA Week in the British Empire! We are convinced that this possibility has not escaped the notice of the friends in these

(Continued on page 2, column 1)

A Special Week for Colporteurs

Flash-tone Cartons

Not to Be Used Before May 19

The flash-tone cartons for the five-book combinations are not to be used before IBSA Week, since they have been obtained as a special feature of the drive. In view of this, colporteurs are requested not to order them before April 15. We do not fill orders for cartons alone, but only when the combinations of the five books, *The Harp of God*, *Deliverance*, *Creation*, *Reconciliation* and *Government*, are ordered packed in these special cartons. An additional 5c is then added to the price of the combination, both to colporteurs and to classes, for this attractive box.

These cartons have been obtained as an experiment. If they aid in the placing of more complete combinations, more will be obtained. Please remember that they are not to be used before the beginning of the big drive on May 19.

DON'T FORGET

Many classes have not filled out and returned the inventory sheets covering their stock. This is materially retarding our plans for helping the classes dispose of their surplus stock. Therefore, if you have not forwarded your inventory, kindly arrange to do so as soon as possible.

Forty Hours in Eight Days to Be the Average for Pioneers

Heretofore no special record has been kept of the activities of the regular colporteurs during IBSA Week. But in view of the fact that all the anointed throughout the earth are going to be putting forth a special effort at that time, we thought that you too would like to do the same and to know the results of your activities. Consequently we are making arrangements to tabulate the results.

Now here's the plan. Since IBSA Week is to be from May 19 to 26, including two Sundays, we ask that you make out your report for that week to include the entire eight-day period instead of the usual seven-day week. This will mean that your report for the previous week will be for only six days. Then send us your Report Card Sunday night, May 26, before you go to bed. The auxiliary colporteurs are asked to do the same, as we are going to keep a special record for them too.

CLASSES VS. COLPORTEURS?

The classes are entering this campaign with a determination to equal the colporteurs. Since the auxiliary colporteurs' sales are included in the class reports also, the regulars will have to put forth a real effort if they don't want to be left behind, judging from the results of last year's May IBSA Week. But, when you consider what has been done by an average of between 700 and 800 colporteurs working weekly and averaging only a little over 17 hours a week and what could be accomplished if all of the 1062 who are now enrolled were to average 40 hours during this 8-day period, you can see that there really is a good possibility of your being shoulder to shoulder with the classes when the final results are tabulated. Then, besides, new recruits are joining the colporteur ranks daily.

Remember, also, the consecrated throughout the entire earth are going to be working with you, singing forth the praises of our God. They are going to be putting forth a more strenuous effort than ever. What a great shout it will be!

What will be the final report from the battle front at the conclusion of this great attack? We are looking for a big advance in the front line sector held by the colporteurs.

? Saturday ?

Sunday has proven to be a very excellent time for canvassing and so we are inclined to forget that a few years ago much of our work was accomplished on Saturday afternoons. We wonder how many could get into the service Saturday afternoon as well as Sunday. Let us try it.

WATCHTOWER Network Aids Canvassers

Many Books Sold Because of Radio

The April 15 *Watch Tower* carries a notice of a nation-wide network broadcast to be given by Brother Rutherford on Sunday, April 21. During this broadcast and the remainder of that Sunday every available worker should be in the field canvassing with the books, particularly in districts where radio stations in the WATCHTOWER network come in clear and strong. There is no greater joy or more thrilling feature of the service work than that of calling upon those who have their radios tuned in and are listening to the message coming over these hook-ups. We are here appending a few testimonies which were recently gathered at a convention where the workers were out in the field during the WATCHTOWER network program. We might say that these testimonies were from one of the most difficult sections of the United States to canvass with the truth literature. These are only a few of many such testimonies that we are receiving.

Brother K. canvassed two University of Maryland college boys on the "campus" during the WATCHTOWER hour. They invited him down to their Fraternity House, where about thirty-five boys were present. Brother K. asked them if they wanted to hear something good. Then he turned on their radio to the WATCHTOWER program. After the Drama he sold them all the books he had (36) and made arrangements to have a meeting with them the next Thursday evening.

Another brother in the party met some more WATCHTOWER radio enthusiasts and sold all the books he had—fifteen.

One brother, coming to the porch of a house, heard Brother S. announcing the *Deliverance* book after the Drama. He knocked and held up his *Deliverance* saying, "Here is your book." The party took *Creation* also.

Still another brother called on a house after the WATCHTOWER program and canvassed for *Creation*. They wanted everything he had.

Many Joining the Colporteur Ranks

Increased Enrollment Stresses Importance of Canvassing Territory Thoroughly

It makes us very happy to see the way in which the friends have been responding to the call for more colporteurs. Each mail is bringing in more and more applications and requests for information on how to become a pioneer or an auxiliary. Since the mailing of "The Time is at Hand", February 23, 329 applications have been sent out and 105 new colporteurs have been enrolled. Surely the time is at hand for the greatest witness yet to be given.

As the colporteur list increases, it becomes doubly important for those who have a territory assigned to them to endeavor to work it thoroughly. In times past some have just skimmed over their assignments, taking a few of the more important towns and leaving the rurals and out-of-the-way places untouched. They have made frequent requests for additional territory, sending in uncompleted assignments. When only a few colporteurs were in the field, such territory would not be reassigned the same year; but now it means that when the territory is turned over to some one else to complete, the cream has been taken and the one following has to bear the burden. Surely those in the remote sections are as well entitled to receive the message as those in towns and on the main thoroughfares.

Of course, during certain seasons of the year it is extremely difficult to work the rural sections on account of mud and bad roads. We do not expect the impossible, but bring this to your attention in the hope that those who have not been attempting to cover their assignments will put forth an effort to do so. Some write us that they can't get into the rurals because of having no automobile. At the same time a frail colporteur sister, whose report was given in the October 1 *Bulletin*, wrote us how thoroughly and satisfactorily she was able to cover such territory afoot, using the parcel post to keep her supplied with books. She has found this to be so successful that she has come to prefer it to using an automobile. Other colporteurs who can not afford to operate an automobile have worked their rural territory and outlying towns by means of a bicycle. Their reports as to this means of travel have been very favorable and encouraging.

Recently the following letter was received from a colporteur in Idaho: "I was feeling a bit discouraged because the roads were still blocked with snow. Even the highways have been closed part of the time on account of snow-drifts. I was thinking that I would have to wait till the roads got good in the spring before I could again work rural territory. But rain, snow, bad roads, cold, or even the Devil, can not hold the Lord's army back; so I thought, 'Why should I be a slacker?' I know that is what the Devil would like to see: slackers in the Lord's army. So, after I had finished the town territory, I started out afoot and canvassed about four miles out in the country and then canvassed back on another road, and did the same thing today, and came in happy in the Lord. The farmers about all ask a fellow in on a cold day, and one has a chance to warm and rest while showing the books. Although the houses are quite far apart, so that I could not make nearly as many calls as in town, I sold more bound books in the two days than I had sold in two successive days in town for some time. So I say to myself, 'Why sit down and wait for the roads to get good enough to ride around in a car?'"

(Continued from page 1, column 2)

countries and that they are now busily engaged in making their arrangements. The name "Victoria" means "to conquer" or "I conquer". "The sword of the Lord and of his anointed," is the battle-cry of his people. Let all the anointed throughout the earth then make this a real victory day; and not only a victory day, but a victory week. It is written, "And they overcame him by the blood of the Lamb, and by the *word of their testimony.*" Surely recognizing the time we are in and the manner in which the Lord goes before his people, preparing the way, and the wonderful opportunity to use the forementioned provisions of Satan to God's own glory in advancing the Kingdom message, will inspire every one of the Lord's anointed to get behind a mighty witness during the May IBSA Week.

In addition to the foregoing, there are throughout the earth local and national holidays of which the friends in different countries will undoubtedly be glad to avail themselves, such as Independence Day in Armenia, which takes place on May 28, and the holiday of the great Constantine and Helene, in Greece, which is observed on May 21. These days have been used to defame the name of our God and to confuse the people respecting his purposes. Now his people who really appreciate the issue of magnifying his name in the earth will be glad to take advantage of the opportunities these holidays afford to do this and to lift up a standard for the people.

EVENING CANVASSING

In the United States we have no holiday within the period covered by May IBSA Week. However, in this country we have many advantages not enjoyed in European countries. As a rule, hours of secular employment are shorter. A big majority of the friends who are working are through work about five o'clock in the afternoon. Many of them will be glad to take a little lunch on at least two or three days during the week and devote the period from five to nine o'clock to evening canvassing. Many of the friends in the larger cities take their lunch with them and devote their noon-hour to canvassing business sections and offices, which can be done to an advantage at that time. There are two Sundays and one Saturday afternoon in IBSA Week which can be devoted entirely to service by practically all the friends. In addition to the foregoing, many of the friends may be able to make arrangements with their employers to have the whole week, or at least one or more days, off from their usual work and devote it to the service. We are convinced that the importance of the occasion would justify the friends in getting some time off from their secular employment for this purpose. To cooperate in this the director should make a careful canvass of all workers in his class who can get away from their avocation either all or a part of the week. Ascertain when they can get this time off, and provide territory for them in which to work. Our recommendation is that in this country all the friends arrange, as far as possible, to take off May 24 and Saturday morning, May 25, and join with the friends in the British Empire, who will have a holiday on these dates, and, of course, the following Sunday, in staging a mighty world-wide climax to our IBSA Week. While it is true that the British Empire is the mighty world-power through which the Devil to a great extent controls the affairs of the earth, it is also true that the financial wing of his organization is definitely entrenched in this country and through it he is oppressing the people throughout the world. Unison of action, particularly in the British Empire and the United States, should mark our attack during this period. Therefore, if it can be arranged for the friends in this country to set apart at least these three days, Friday, Saturday, and Sunday, May 24 to 26, with the friends in the British Empire having a holiday during this period, we believe that the world-wide witness will have a very telling effect upon the Devil's organization everywhere. The presentation of an uncompromising witness to the name of Jehovah will comfort many who are mourning because of the oppression of the adversary.

We should appreciate a brief report from each director in the United States before April 15, stating how many of the friends in their respective classes will be able to set apart these three days for all-day service, so that this information may be given in the May *Bulletin*. If the foregoing arrangement can be adopted also by the friends in other countries throughout the earth, it will, of course, be so much the better and will result in an unprecedented witness given during IBSA Week and will also give us a real start for our summer campaign. The service department at Brooklyn would appreciate hearing from the different branches regarding their plans for this drive.

BOOKS AND 10c BOOKLETS

The colporteurs, to date, have made more than double the sales of bound books made by the classes during the same period; and in the booklet sales they are 34 percent ahead of the classes. However, the classes have disposed of over a million and a half *Peoples Friend* in addition to their other sales, while the colporteurs have disposed of approximately 300,000. The distribution of the *Peoples Friend* booklet has of necessity retarded the sale of the bound books and the ten-cent booklets in the classes during the past few months; but we are expecting that a comparison of April's figures will witness a decided reduction of the difference that exists between the colporteurs and the class workers in their sale of bound books and of booklets. We are hoping that IBSA Week will see the classes exceed the colporteurs in their sales.

With the new flash-tone carton for displaying the combinations, and with the two most attractive booklets ever put out by the Society just shipped to the classes on consignment, we believe that they have the necessary ammunition to put them over the top without any difficulty. *It can be done.* We are looking forward to the July *Bulletin* wherein we will let you know to what extent you have gained your objective.

A COURT DECISION

There is still a measure of timidity manifest among certain of the friends because of bombastic efforts made by some overzealous but ill-advised officers of the law. For the encouragement of such we append here the decision of the county court of Allegheny County, Pennsylvania, where a brother was arrested for canvassing for our literature.

IN THE COUNTY COURT
of
ALLEGHENY COUNTY, PA.

Commonwealth of Pennsylvania
vs.) No. 97 of 1929.
Mike George

Judge Snee in disposing of this case, after hearing thereon, entered an oral judgment that the summary conviction be set aside and the fine and costs remitted to defendant. The Court bases this decision on the fact that defendant was not engaged in "business" at the time of his arrest, considering "business" as being anything engaged in for profit or personal gain. He further said that he felt the Council of the City of Duquesne in framing this ordinance did not contemplate it would embrace workers of an organization such as the International Bible Students Association while engaged in a work of charity from which the worker derived no personal pecuniary profit.

(Signed) IRA D. SHAW.

IBSA Week Report

A special report card is being prepared for IBSA Week and will be mailed you with the May *Bulletin*. This card covers the *eight* days of IBSA Week and is *in addition* to your regular weekly report. Do not confuse it with your weekly report. Remember this is in addition to that. Forward your weekly report as usual.

We again ask the delinquent directors to either forward a report of the class activities every week or write us why they are unable to do so.

The $1.00 Bible

Depots Stocked to Meet Demand

Many of the colporteurs are becoming quite enthusiastic about offering the $1.00 Bible with the combination of 5 cloth books, saying that it aids them considerably in placing more books. At $2.98 the offer has a big appeal to the public. Of course the Bibles should not be sold separately; for unless the reader has the key to open the divine plan, he is left without the witness. Because of the many who are now using these Bibles in their canvassing, it has been found advisable to stock up the depots at Chicago, St. Louis and Oakland. Colporteurs may now send their orders for them either to this office or to one of the first two named depots. They will not be in stock at Oakland until about May 1.

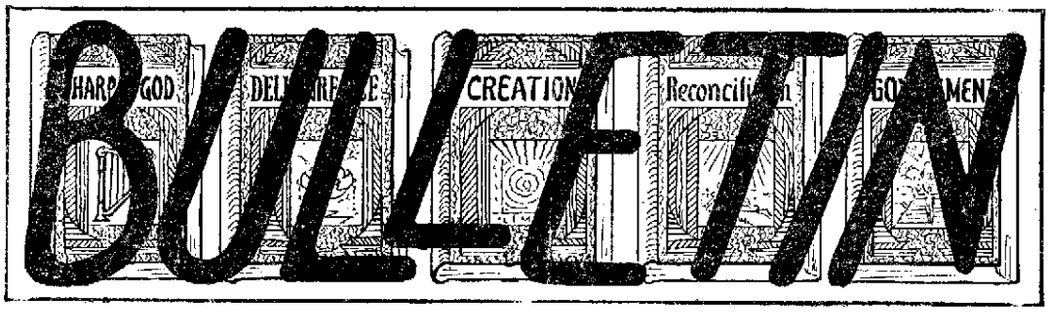
A "PEOPLES FRIEND" WITH EVERY SALE

Of the 5,000,000 copies of *The Peoples Friend* which have been printed, there is still a considerable stock left. This booklet contains a message which should be placed in the hands of the people as quickly as possible. If all work together in this and endeavor to leave at least one of these booklets at every home, including it in every sale that is made, the stock will be rapidly disposed of.

The classes and colporteurs reported 153,171 different people as having purchased some of our literature during the month of February. If a *Peoples Friend* booklet had been included in every sale, the number distributed would have been almost a half more than were actually placed. The total of these booklets sold was only 105,559.

WATCH TOWER BIBLE AND TRACT SOCIETY

Classes and Auxiliary to Date
247,521 Books
267,052 Booklets



MAY FIRST NINETEEN TWENTY-NINE

Colporteurs to Date
504,240 Books
328,434 Booklets

IBSA CAMPAIGN RESPONSE

Workers See the Value of TIME

The 3-Day Drive Takes Big Everywhere

The response to our request for a report on the number of friends who would devote three or more days to the service has been enthusiastic and has exceeded our expectations. We quote from one or two of the letters which we have received to show how the friends are taking hold of this. One class writes: "We shall have 18 workers who will work 68 hours during the week, 8 will work five whole days, 10 will work four days, and 2 workers are arranging to work 4 extra hours, from five to nine o'clock in the evening." Another class reports that 6 out of 7 workers in the class are making plans to spend May 24 to 26 entirely in the service.

There are numerous other reports of the same strain, indicating the enthusiasm with which the friends are starting out on IBSA Week this year. To date there is a total of 582 workers who have reported that they will spend three or more days in the service besides their regular time during the rest of the week. The total number of days set apart for special work by these brethren amounts to 1559. In addition to the foregoing, a number of the larger classes have advised us that they were unable to give us the total number of workers who would devote three or more days to the service, due to the fact that most of the friends were unable to make arrangements so far ahead. One class of 125 advises that 75 of them are going to be in the service during these three days. We believe that the total of all the brethren devoting three or more days to the service will easily amount to 1500 by the time all the reports are compiled, and we are hoping that by the time IBSA Week comes around there will be 500 more added to this, making a total of 2000, or fifty percent of the quota of weekly workers.

The importance of the occasion will justify every one of the friends' putting forth a very determined effort to get as much time off as possible for this week. A little more persistence and looking to the Lord to open the way will, we believe, enable a number of the friends who now think it impossible to get any time off from their secular employment to get the latter part of the week off for canvassing. All things are possible with the Lord. Therefore let none be discouraged, but ask in faith and act in accordance therewith, and see if the results are not surprizing. "Prove me now herewith," is the Lord's challenge to our lack of faith. Therefore let each one of the anointed take the Lord at his word. Tell him that you want to put all the time possible into the work for this drive, asking him to pave the way for you. And if every one of the anointed takes such a course, we know that the Lord will bless the effort and make IBSA Week the greatest witness to his name and praise to date.

REMEMBER IBSA WEEK: MAY 19-26

Bethel Family Going Out 100% Strong

Many Will Be Sent to Classes for 3 Days

Enthusiasm Runs High

The Brooklyn factory and office are keeping the brethren in the field supplied with literature, and we are fully aware that stopping the presses and other machinery essential to the manufacture of books very materially affects the production; yet the importance and significance of this spring drive on the Devil's stronghold is so great that Brother Rutherford has authorized the closing of the factory and office from Thursday evening, May 23, until Monday morning, May 27, so that each member of the Bethel Family may have a part in this drive. They are going out 175 strong during these three days, as well as at every available opportunity during the rest of the week. This adds 175 more workers to the 1500 that will participate from the classes, and will give us a good start toward attaining the 2000 we are hoping will spend three or more days in the service during the week.

In addition to the foregoing, Brother Rutherford has authorized the regional service department to supply Bethel brethren as local regional service directors for these three days to classes east of Cleveland and Columbus, Ohio, north of Richmond, Va., south of Toronto, Ont., Can., and east to the Atlantic. Therefore, if your class is within the above area and there are enough friends who will participate in the service during these three days to make up parties of ten or more, the Society will be glad to assign brethren to lead them out and to direct the work in general. Arrangements can be made to hold service testimony meetings on Saturday and Sunday evening, if deemed advisable, as well as a brief service talk on the privileges of the Lord's people at this time and the honor that is conferred upon them to represent him. Late Sunday afternoon or Sunday evening can be set aside for a general getting together and recounting of the week's blessings and results, followed by a discourse closing the IBSA Week drive.

The foregoing privileges are, of course, not limited to the English-speaking classes. Other ecclesias of the Lord's people, regardless of what language they speak, should have part in this great drive and should make careful arrangements to see that the most effective witness possible is given. The same provision that is made for supplying Bethel brethren for the English-speaking classes will apply to the classes speaking other languages. In both cases, however, we have only a limited number of brethren who can serve in this capacity; and therefore your applications should be sent in as soon as possible, either wiring us or sending your letter by air-mail, should you desire such service. Address your communications to the Regional Service Department.

REMEMBER IBSA WEEK: MAY 19-26

Are You Ready for the Big Drive?

Details to Be Worked Out Now—Not IBSA Week

Each Worker and Service Committee Must Prepare

We have come to the time of final inspection before the big drive. Are you ready? A series of questions prepared for each one of the Lord's anointed, and another series for the service committee, follow. Go over these carefully. Check them up and see if you are ready for the big drive. Each service committee should arrange to have its final service meeting the Thursday, Friday or Saturday before IBSA Week, and all the details should be carefully gone over and final preparations made so that all will understand their parts and can cooperate intelligently and effectively. This will do much toward making the drive a success.

QUESTIONS FOR EACH OF THE ANOINTED TO CONSIDER

Have I made IBSA Week an occasion of special prayer?

What am I doing to make IBSA Week a successful witness to the Lord's glory?

Have I tried hard enough to get away from my secular employment for the entire eight days?

Have I tried to get the period from May 24 to 26 exclusively for witnessing?

Have I tried to arrange for additional time for canvassing during IBSA Week?

Have I so arranged my personal affairs, household duties, etc., that I can devote the greatest amount of time to the service?

Have I made provision for canvassing during NOON HOURS and EVENINGS?

Have I territory for each day I can spend in the service?

Am I as familiar with the territory I am going to work as it is possible for me to be?

Do I know who is my captain for each day I will be out?

Do I know what means of transportation will be used to get me to the territory where I am to work?

Do I know where the "depot" for additional stock is to be located in each territory that I am to work?

What special books are we to offer during the week?

Finally: "Wherefore, we receiving a kingdom which cannot be moved, let us have grace, whereby we may serve God acceptably with reverence and godly fear."

The following questions should be carefully checked over by every SERVICE COMMITTEE and discussed at the service meeting just prior to IBSA Week.

READ CAREFULLY THE MARCH AND APRIL BULLETINS WITH REFERENCE TO THE PLANS FOR IBSA WEEK.

Have you chosen and subdivided your territory so that the workers can go there and work it intelligently without any waste of time and without confusion?

Have captains been appointed for the different parts of the territory?

Are the captains thoroughly familiar with the territory of which they are going to have charge? Do they know what workers are assigned to them?

Do the service committee and the various captains know what means of transportation will be used in getting to the different territories?

Has the class been canvassed for cars to be used during IBSA Week? Have you definitely assigned the cars available to various parts of the territory for each day they can be in the service?

Do the drivers know where in the territory they are to park, so that the workers can locate them for additional supplies?

Do the workers know where their supply car is going to be parked?

Have the arrangements been made for supply depots in territories where there are no automobiles?

Has the territory been set apart for the following groups:

For those who have arranged to devote the entire week to the service?

For those who have arranged to have May 24, 25 and 26 for canvassing?

For those who are arranging to take their lunch and work during noon hours?

For those who are arranging to take a lunch along so they can work evenings?

For those sisters and others whose duties in the home or elsewhere will permit them to devote odd hours throughout the week to witnessing?

Have you checked up the pay-days in the different territories you are planning to work, so as to have your workers there at

(Continued on page 2, column 2)

(Continued on this page, column 3)

COLPORTEURS PREPARE FOR BIG ATTACK

Big Feature $1.98

Sale of Booklets Not to Be Overlooked

Some have not understood that there is to be no change made in the retail price of the five-book combination when packed in the flash-tone cartons. They will continue to sell for $1.98 (or $2 if preferred). The additional 5¢ for the carton will be added to the cost, but not to the selling price. It is hoped that these cartons will aid in the placing of so many more complete combinations that this increase in cost will be more than offset. We should like to have the service directors and colporteurs let us know whether the cartons aid in the sale of the five books. The selling of the books in cartons is not to be confined to IBSA Week.

Of course, in this campaign the special effort is to be put forth on the sale of the five bound books; but this does not mean that one should overlook the placing in the hands of the people some of the booklets too. When the customer does not take the books and you can place with him *Judgment* and *Oppression*, you are leaving with him a continual reminder of the five books which will pave the way for the next call.

Reporting Time of Workers and Colporteurs in Canvassing Parties

With hundreds of canvassing parties being arranged in all parts of the earth for IBSA Week, the question has arisen in the minds of some as to how to report the time of the various members of the party. The method which should be carried out now, and at all other times, is as follows:

For a class worker to receive the special class rates, the requirement calls for a minimum of three hours' canvassing a week.

The auxiliary colporteur requirement is a minimum of ten hours during the week in actual canvassing, exclusive of that which might be done on Sunday. Of course, if any canvassing is done on Sunday this should be reported also, but it should not be considered in meeting the minimum requirement.

When individuals canvass alone, the time begins to count at the time they begin their first canvass until the last one is completed. The time spent going to and from the territory is not to be counted.

When workers go out in canvassing parties to work distant territory, be they class workers or auxiliary colporteurs, the time of each individual begins to count at the time the party leaves the hall or place of assembly until his last call is completed. The automobile driver's time counts the same as the other workers', provided he alternates in canvassing with the other members of the party in working rural routes when the two-car system is used. If only one car is available, then his time spent in driving counts, in case he himself is one who takes an active part in the actual canvassing whenever opportunities arise. In the case of auxiliary colporteurs acting as drivers, their time may be considered in meeting their required ten hours for the week, provided at least six hours of the required ten are given in the actual canvassing.

REMEMBER IBSA WEEK: MAY 19-26

Ranks Increase Daily as New Recruits Rush in Applications

Don't Forget IBSA Report Cards

We are enclosing with this *Bulletin* a special IBSA Week report card *for the service director only.* The card is to cover the eight days set apart for IBSA Week; and it should not be confused with the regular weekly report, which covers only seven days, concluding with Sunday night. The weekly report card should be sent in as usual, as though you had no IBSA Week report card to forward. We want at the end of the year fifty-two of the regular weekly report cards covering each week's work, as well as the IBSA Week report cards. Make out the IBSA Week report as promptly as possible and forward it to this office. We would request that each worker in the class cooperate with the service director in getting this information together as quickly as possible. This arrangement does not apply to the colporteurs. The method of reporting for the colporteurs is outlined on Page 1 of the April *Bulletin*, where they are requested to show on their reports for the special IBSA Week eight days, including the two Sundays. Colporteurs will please read this again, in order to be sure as to how to make out colporteur reports.

Order Blanks for Classes

Recently each organized service class was forwarded, in care of the director, six copies of the new order blank. Hereafter all class orders are to be made on these blanks. They are for our mutual convenience, and will do much to insure accuracy. The supply sent to each class is for three months, on the basis of one order a month. The instructions on the back of the blanks will explain how they are to be filled out.

REMEMBER IBSA WEEK: MAY 19-26

Summer Campaign in Rurals to Follow Big Drive

IBSA Week will be followed with a strenuous campaign throughout the summer in the rural districts by the classes and colporteurs. It is hoped that this year all the territory assigned will be worked thoroughly, and that those living on the side roads, as well as those on the main highways and in small country towns, will be called upon. The farmers have been suffering from much oppression and should be given the opportunity to hear of the good news of God's kingdom. The time to call upon them is when the roads are good and you can get to them.

REMEMBER IBSA WEEK: MAY 19-26

(Continued from page 1, column 3)

the best possible time for making sales?

Have you checked up the general conditions in all assignments so that your workers are placed in the most favorable cities during this drive?

FINALLY: HAVE YOU MADE A CAREFUL ANALYSIS OF ALL CONDITIONS PERTAINING TO YOUR TERRITORY AND WORKERS SO THAT THE EFFORT PUT FORTH DURING IBSA WEEK WILL RESULT IN THE MOST EFFECTIVE WITNESS TO THE LORD'S GLORY AND AGAINST THE DEVIL AND HIS ORGANIZATION?

REMEMBER IBSA WEEK: MAY 19-26

Holidays Prove to Be Good Time for Giving the Witness

The month of May should prove to be one of the greatest ever, so far as giving the witness is concerned. Not only is there to be the special effort put forth throughout the earth during IBSA Week, but in this country this is followed by a holiday on the 30th. Memorial Day will give the friends another opportunity to have an active part in the service, and service directors should make plans in advance for special canvassing parties.

Some of the friends have hesitated to go out into the work on holidays, feeling that they would not meet with any interest. But, some time ago almost every one thought the same about Sunday. Now all find it to be one of the best days for calling on the people. The same is true of special holidays. The following letter expresses the sentiment of many who have seized the opportunity to testify to the honor of Jehovah's name on such occasions.

"I canvassed three hours the morning of Mardi Gras day (which is a general holiday in New Orleans) and left 26 books and booklets, and got more joy that day than I have ever known before. I had the same experience on New Year's Day, which was another holiday. In my canvassing of each one I found them more friendly than at any other time, and they gave me a better hearing. Also, more men are at home. They are the ones who control the family purse strings, and more sales are made. So I found holidays to be a very good time to give a witness, even better than ordinary days. There is no reason for any one, if he can do so, not to witness on such days."

May can be made a record-breaker by following up IBSA Week with another big canvassing party on Memorial Day.

REMEMBER IBSA WEEK: MAY 19-26

Do Your IBSA Week Shopping Early

You have only a little more than two weeks, and then the big drive is on. How is your stock of literature? Have you sufficient to last you during the drive? It is much better to be overstocked than to run out of ammunition in the midst of the battle. The director should see to it that all the workers are well supplied with books and booklets and have plenty of books in your bookroom to replenish their stock. Each service director should take up this matter with the stockkeeper and carefully check over the stock and make out an order immediately. Rush orders at the last minute can not be filled, because the office and factory are preparing to close during Friday and Saturday, May 24 and 25, to permit those at Bethel to have three days in the field.

REMEMBER IBSA WEEK: MAY 19-26

Late Entries Making Special Effort to Begin Work by May 19

The colporteur branch of the Lord's army reports everything in readiness for the great attack on May 19-26. New recruits are continually swelling the ranks, and more applications are being mailed out each day. According to present indications, the fighting force which the colporteur division will place in the field at that time will be the greatest in the history of the church. There are now 1198 enrolled in the full time work and 617 auxiliaries; and 46 additional ones have signified their intention to start working as pioneers prior to May 19, which should increase the list to 1244. Applications for 49 have been accepted to go into effect on June 1 or thereafter. We are wondering, however, if by making special effort, these and others who are thinking of entering later might not be able to be on the front line when the great drive begins. Surely there could be no grander privilege than to be found in the very forefront of the battle at a time such as this, when the anointed throughout the earth will be shouting forth the battle-cry. Already some who have thought it impossible to begin before June 1 are writing us as indicated in the following letter received from a party of three:

"The Lord is arranging things for us so fast that it looks now that we shall be able to get into our territory in time to start to work on Sunday, May 19, the beginning of IBSA week."

Remember, the colporteurs are to have a special part in this great attack. They are going to endeavor to average 40 hours actual canvassing for this eight-day period. Of course this will mean that all who can give more time than this will be anxious to do so in order to make up for those who come short because of sickness. Also remember that the work done for the entire eight-day period is to be reported on the regular weekly report card, but for the EIGHT days instead of the usual seven. This will mean that the report for the preceding week will be for only six days. Be sure to mail your report on Sunday night, May 26, so that we can tabulate the final results as quickly as possible. All is in readiness. The little band of colporteurs but awaits the command to go over the top. While waiting they are actively singing forth the praises of their king. And we want to say right here that you'll have to look far and wide before you'll find a happier, more zealous and faithful lot. Already for the first six months of the year the regulars and auxiliary colporteurs have placed a total of 955,130 books and ten-cent booklets. Just watch what they do on this special drive! Not because they want to merely sell books, but rather because they love the Lord so much that they want to sing forth his praises.

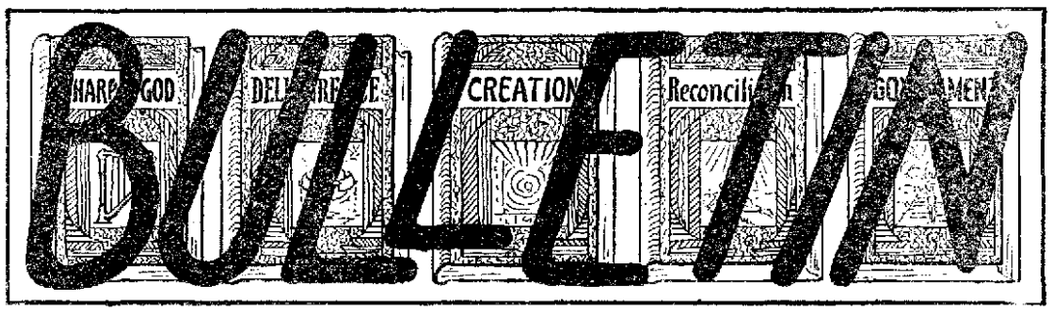
Radio Message Prepares the Country

The wire reports which we have received indicate that the radio hookup of the 21st was well received throughout the country. It was particularly stimulating to the friends to receive Brother Rutherford's message of encouragement. We have received wires from Canada in the North, from Oakland in the West, and from Maine in the East, all indicating that this message was an inspiration to the friends and an encouragement to push the battle to the gate.

REMEMBER IBSA WEEK: MAY 19-26

WATCH TOWER BIBLE AND TRACT SOCIETY

Classes and Auxiliary to Date
294,244 Books
353,988 Booklets



JUNE FIRST NINETEEN TWENTY-NINE

Colporteurs to Date
586,685 Books
401,066 Booklets

IBSA Week Report, May 19 to 26

	Number of workers reporting	Average number of hours per worker	Total books sold	Total 10¢ booklets sold	Total 5¢ booklets sold	Total literature sold	Total purchasers	Average number sales per worker
Classes	7,041	8.93	46,824	77,301	30,909	155,076	77,329	10.98
Aux. Colp's	470	19.00	8,391	10,358	3,096	21,845	9,279	19.74
TOTAL	7,511	9.54	55,215	87,659	34,005	176,921	86,608	11.53
Reg. Colp's	1,037	32.89	41,465	34,012	10,150	85,627	32,745	31.58
GRAND TOTAL	8,548		96,680	121,671	44,155	262,548	119,353	

What the Classes Did

7,511 Workers in the Field 9.54 Hours

Big Sale on Bound Books

IBSA Week has come and gone. We are glad to tell you that the results have been beyond our expectation. The table shown above indicates that we have just terminated the greatest distribution of the Kingdom message that the United States has ever witnessed in so short a period of time. There had been a greater number of workers in the field in the past, but never at any time had the number of hours been put in the service in so short a period as were put in during IBSA Week.

The total average time for auxiliary colporteurs and class workers was 9.54 hours. In this, 7,511 workers participated, making a total of 71,651 hours, or nearly 9,000 eight-hour days. During this period 86,708 different parties purchased one or more books or booklets. In these purchases there were 55,215 bound books. This is more bound books than were sold during any four-week month this year. The same excellent results are evidenced in the sale of ten-cent booklets. There were 86,708 sold, which is more than were sold during any one month this year, with the exception of April, during which month 200 more booklets were sold than during IBSA Week. Surely this is a marvelous record, indicating that the Lord's blessing was upon those who used their faculties to glorify His Name.

A comparison with last year's May IBSA Week figures also is interesting. During the same period last year there were 45,814 bound books sold, or 9,401 less than were sold in IBSA Week this year. During IBSA Week this year we had 440 less workers in the field in the class service. Nevertheless, because of added zeal and activity, the Lord blessed their efforts in a larger distribution of the bound books. The sale of ten-cent booklets last year was 90,885, against 87,659 this year, or 3,226 more than this year. That was doubtless due to the fact that efforts were concentrated on the distribution of the five-book combination. There were 7,000 less of the five-cent booklets sold this year, making a total of about 10,500 booklets

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Auxiliary Results

Average 19 Hours Work Placed 21,845 Books and Booklets

The auxiliary colporteur division of the Lord's army bombarded the enemy with 8,391 books, 10,358 10c booklets, and 3,096 5c booklets. The total ammunition poured out was 21,845 pieces of literature. When the call to battle was sounded, 470 responded, and these have reported as being on the battle-front for an average of 19 hours during the week. There were 143 'casualties', by which we mean that this number of those on the list have not yet reported. We hope that these will rush in their reports so that we shall know that they have not been lost in "no man's land". Some of the literature was left with each of 9,279 prisoners in the enemy's camps.

Like the regular colporteurs, the auxiliaries have been stirred with a burning zeal to "turn the battle to the gate" and have put forth a special effort in canvassing for the five-book combinations, selling 927 of these, as compared with 306 two-book combinations, the next highest.

Even though there were 143 who did not report, the final results show a marked improvement over that which was done at this time last year. Not having tabulated the full eight-day period for 1928, but

(Continued on page 2, column 3)

Bethel Family Report

47 Books and Booklets Per Worker

Had a Splendid Time

We feel that you would be interested in the report of the Bethel Family also during IBSA Week. Therefore we are glad to say that 184 members of the family were out in the service during the last three days of that week and were able to place 2,239 bound books, and 4,960 ten-cent booklets and 1,365 five-cent booklets, or a total of 8,564 books and booklets. This means an average of 47 books and booklets per worker. The family much appreciated this season of fellowship with the field-workers everywhere. The occasion was one of much blessing to them, as evidenced by the expressions of the different brethren at the conclusion of the three days of field service.

Pioneers Make Record

Average 32.89 Hours During the Week

There were 85,627 books and booklets sold by the regular colporteurs during IBSA Week. Of this number, 41,465 were books, 34,012 10c booklets, and 10,150 5c booklets. The largest number of colporteurs in the history of the church participated in this great drive. Reports have been received from 1,037 so far, and it is apparent that there are still a few more to be heard from, since we have 1,217 enrolled. If you are one of the 180 who haven't reported, please hurry in your card so that our records may be completed.

How these 1,037 did work! In spite of the rain which, it appears, prevailed throughout the country for from three to four days out of the eight, this army of 1,037 plowed through muddy roads and weathered the storms for an actual average of 32.89 hours. This is short of the 40-hour goal that was hoped for, but we really are elated with this figure, in view of the prevailing conditions. It but demonstrates again that those who really love the Lord will not allow anything to discourage them from singing forth the honor of His name. It was a beautiful song that was sung, and 32,745 appreciated it enough to purchase some of the literature. Of the combinations sold, the five-book seemed to be the most popular; for the total number was 4,529, as compared with the 2,297 of the two-book combinations, the next best.

Now we should like to give you an accurate comparison of this year's work with that of last May; but since the figures compiled for 1928 were for only seven days instead of eight, we are unable to do so. However, when you realize that during seven out of the eight days of May IBSA Week of 1928, 580 colporteurs instead of 1,037 participated and only 14,088 cloth-bound books instead of 41,465 were sold, we feel that you too will have much cause for rejoicing. The IBSA Week ending September 1, 1928, was better than the one in May, 1929, but at that only 749 reported selling 25,451 cloth-bound books.

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A Quarter Million for IBSA Week

Biggest Sale of Bound Books Ever Made

There were 262,506, or over a quarter of a million, books and booklets placed in the hands of the people during IBSA Week! That is the result of the combined efforts of all the class workers and colporteurs. When you consider that this represents books placed during a total of 105,762 hours in the actual canvassing by a total of 8,548 workers, you have a little idea of the extent of the witness that has been given in this country during this eight-day period. If the Lord had appointed but one person to do this work, it would have taken him 57 years, 11 months and 10 days, working 5 hours a day and 7 days a week. In his wisdom he has poured out his spirit on all flesh so that all of the anointed might have the privilege of giving the witness.

A total of 96,680 bound books were sold, 121,671 10¢ booklets and 44,155 5¢ booklets. As 119,353 people purchased the literature, that would mean that probably at least half a million different people will now have the message in their home. Surely it is encouraging to see how the Lord has blessed "his sons and his daughters" as they have carried out their divine commission.

We are particularly impressed with these figures in that they demonstrate how those who are of the remnant are appreciating more and more their privileges of service. There has been more time spent in the field by the workers than ever before. The regular and auxiliary colporteurs have made records that will be difficult to equal, and the class workers have put in almost as much time as is customary for the auxiliaries. The result shows, therefore, that in hours spent per worker, this was the greatest of all IBSA weeks. In 1927 there were about 1,000 more workers in the field, with the result that the total of booklets sold was about 68,000 in excess; but the cloth-bound books sold were some 25,000 less than this year.

Rural Work, the Summer Campaign

Every Home to Get the Witness

Maps Aid in Planning Work

The favorable summer weather has come at last and the ideal time for working the rural territory is here. However, many of the advantages available when working rural territory are often lost, due to lack of careful planning and systematic study of the territory conditions. Therefore, in making your plans for this year, arrange to get either a rural route map, as suggested in *Special Colporteur Bulletin* (Winter Edition), or a county map subdivided into townships, which can be had at the office of the county highway engineer (generally in the court house building of the county seat), or at some printing office for ten or fifteen cents. Sometimes these are handed out free as a means of local advertising. However, the post office maps are the best; for the others do not always show the highways and the homes. If the post office rural route maps can not be obtained, these latter will give you an outline of the different townships and their relationship to one another, which will be an advantage in planning your work.

Where the post office rural route maps are obtainable the service committee should take this map and carefully study the different roads, count the houses on the road and make arrangements for a sufficient number of cars and workers to work the different sections intelligently without duplicating or waste of time.

YOUR VIRGIN TERRITORY

The facts have demonstrated that each year a number of roads are ignored because they are rough and generally hard to travel, but on which from twenty to fifty farmers are found to live. These are the best possible prospects for our literature. They are hardly ever canvassed by any of the firms who usually send their men out, due to the fact that they are so far from the main highway. Some colporteurs have been known to sell from one to five books in every home in these "backwoods" places. Therefore, in planning for your rural work this year, give special attention to the people who live away back from the main highways, and see that they are worked during June, July and August, while the roads are in pretty good condition and before harvest work sets in.

THE MAP

A very good way to use these rural maps is suggested by a colporteur. "A driver's guide" is made covering the portion of the territory that the driver is going to work on any particular day or drive. This guide is made by pinning a piece of typewriter tissue paper to the county rural route map just over the route you want to take and then tracing off a map covering the section of territory to be worked. Put directions on it, with the regular dots representing the homes, schoolhouses and churches. Draw in all the cross-roads, in fact everything that appears on the original map. When this section is to be worked, give it to the driver, with detailed instructions showing him how to get to the part where he is going to begin work. If you have two or more cars in that section of the territory, carbon copies of the section can be made for each driver, with instructions where to start and where to finish, so that one driver will not be working the territory of another driver. This plan eliminates the necessity of buying more than one map for each county.

Another advantage derived from this map is that in allotting a section to any car or number of cars care can be taken to see that there are sufficient homes on each road to keep the workers busy during the time allotted for the work. It should be made an objective for each driver to see that the section of territory assigned to the car is completed in the time allotted. Of course, where weather conditions upset your plans this can not be followed out to the letter; but generally speaking, this method can be used to advantage. This colporteur says relative to this method of working rural territory: "We have been using the rural route map system as suggested in the Winter Colporteur Bulletin, and also the two-car and flag arrangement [described on page 11 of the same]. We all like it very much and have been doing thorough country canvassing in a systematic way."

Another feature of planning your rural work is to carefully ascertain what the different districts produce. On account of the wide range of products and the great difference in climatic conditions, it is impossible to state in a general article like this just what would be the best season for working each rural section. But each director should make a careful study of his territory to see just what time of the year the farmers are most likely to have the money with which to obtain the books. In a general way, sections which are devoted to dairying and truck farming should be good to work in the spring and early summer, when the grass is green; for then the cows are giving plenty of milk and there is also a good market for early vegetables. Sections that raise wheat, oats and other grains should be good to work when the farmers receive money for their crops. In most sections grain is harvested in July and August. Corn, apples, potatoes, cotton, etc., are the fall crops; and tobacco, which is cured after it is cut, is usually not marketed until November or December.

Of course many of the farms produce several different crops; but if a study is made of the territory to ascertain when the farmer is most likely to have the money with which to buy, and he is called on then, it will be possible to place more literature; and this will also serve as an encouragement to the workers. The same principle applies to local industries also. If all conditions are taken into consideration and the workers are placed in the sections when the people are likely to have the money a thorough canvass should be made of the entire assignment at the best seasons of the year. Class workers can assist the director in securing this information by filling out the complete information on their workers' slips.

It will be found that if consideration is given to these various points it will materially help in the distribution of the message in these sections; and the friends' being able to get better results from the efforts put forth will be a source of encouragement to them.

Order Blanks on Hand

We recently shipped to the different classes a three-month supply of order blanks to be used for ordering literature. Some of the classes have already used most of these blanks. Where any more are required, an order may be sent to this office and we shall be glad to furnish more.

Special Colporteur Instructions

Colporteur Not to Serve as Stockkeeper

Our reports indicate that in some classes the stockkeeper appointed is also an auxiliary or pioneer colporteur and in many cases the class and colporteur stocks get so mixed that it is next to impossible to know what belongs to the class and what to the colporteur. This has worked a hardship to the colporteur and to the class. We request therefore that arrangements be made that the stockkeeper be some one other than a colporteur.

Who Is Entitled to Class Rates on Books?

When interpreting the January *Bulletin* regarding the number of hours necessary to get books at class rates some of the directors have gone to the extreme of insisting that the workers sign a card or a slip of some sort before they can receive the literature at class rates. It was not the intention of the Society that this should be done. It is up to each individual to determine whether he is spending on an average of three hours a week in the service or not. It is entirely between himself and the Lord. If any misrepresent the facts for the purpose of getting the books at class rates without complying with the time requirements, they are answerable to the Lord, and not to any human being. Therefore, any brothers or sisters going to the stockkeeper and requesting books at class rates indicate that they are putting in the necessary time to entitle them to such rates.

(Continued from page 1, column 1)

less than last year. But this is more than offset in the 9,400 bound books that were sold over last year's figures, for each bound book contains approximately six times as much information as the ten-cent booklet, and constitutes a more permanent witness. The report is encouraging also from the standpoint of the sale of bound-book combinations. There were 8,022 bound-book combinations of all sorts sold, against 20,797 single bound books. Practically half of the bound-book sales were combinations of two or more books. Therefore, from whatever standpoint this IBSA Week's activity is viewed, it only emphasizes the thought that the Lord's blessing was with his people.

Much could be said in favor of every feature of the work, but space forbids us to go into much detail in this *Bulletin*. There was only one disappointing feature in evidence, and that was that 91 classes did not report at all. It would seem that classes that are not sufficiently interested in the Lord's work to either report their activity or send in some explanation of why they were unable to cooperate with the rest of the church throughout the earth during this special week are not sufficiently interested or active to be retained in the list of organized classes. However, we do not want to cast a shadow over the excellent results of IBSA Week by dwelling upon this feature; but in fairness to the classes that did report we want to say that even the excellent results that were obtained might have been still better if all classes had fully reported.

(Continued from page 1, column 3)

only the seven, we can not make an accurate comparison. Nevertheless, we believe that you will rejoice to know how much better you have done. During the seven days of May, 1928, IBSA Week, 302 auxiliary colporteurs reported, as compared with 470 for the eight days of this year. These sold a total of 4,199, as compared with 8,391 for 1929. The comparison with the second IBSA Week in 1928 is more nearly the same; for the 452 reported having placed 7,595 books during the seven days. But there is still an increase over the peak of last year, which gives the auxiliaries their greatest IBSA Week.

The zeal with which you have entered into this special drive, giving almost double the amount of time of your weekly requirement, is a real inspiration to us, and we are sure that the week has been a happy one for you.

Remittances and Orders

Colporteurs have probably noticed that a new plan has been adopted recently of acknowledging with a letter all remittances received to be credited to their colporteur accounts. We are doing this so that you will not have to wait for your monthly statement to know whether or not they have reached this office safely. In order to know where to address these acknowledgments, we ask that you be sure to give, at the top of your letter, your full name, street or box number, city and state to which you desire the acknowledgment sent. Otherwise it is likely to be misdirected and never received by you.

ORDER BLANKS

In this connection, we would again remind the colporteur to be sure to use order blanks in making orders for books. It greatly simplifies matters here and aids in the proper filling of the orders. Also please remember to put your complete address at the top of the order. When you do not do this, shipments are likely to be sent addressed to General Delivery. The freight agent then sends the arrival notice to the same address, while you may be looking for it to be delivered to your residence or post office box. When you finally call at the depot, you find the books there with an additional storage charge to pay. If you cultivate the habit of putting your name and full address at the top of all correspondence, it will prove to your own advantage and will aid us materially in giving you better service.

Some colporteurs wonder why they do not receive report cards, when they just state on their last card that they are in need of more. It is because they do not follow instructions and order on the special "order supply" slips which are provided for that purpose and their request is never received by the order desk. In order to assure your receiving supplies which are needed, please always use one of the "order supply" slips.

(Continued from page 1, column 4)

Some have worked very hard during this week, hoping to be able to report a lot of books sold. Whether you actually sold many or only a few, we want you to know that the effort which you have put forth in this great work is equally appreciated. After all, that which really counts is your love for the Lord which has prompted you to make this special effort. It makes us very happy when we see such a spirit manifested, and we feel that the sister who wrote us, "I've just completed the most wonderful week I've had in my life," expresses the consensus of opinion; for it was, indeed, a wonderful week.

WATCH TOWER BIBLE AND TRACT SOCIETY

Classes and Auxiliary to Date
378,702 Books
488,981 Booklets

BULLETIN

JULY FIRST NINETEEN TWENTY-NINE

Colporteurs to Date
692,210 Books
490,440 Booklets

BIG HOOK-UP AUGUST 25

Nation Will Again Hear Brother Rutherford

To be Specially Advertised

Everybody to Take Part

Preparations are being made to bring about a tremendous witness in the earth that Jehovah is God. The next IBSA Week, August 25 to September 2, will be inaugurated by a nation-wide hook-up. The president of the Society will give a lecture over this coast-to-coast network on the subject, "Health and Life for the People." A sixty-minute program, originating in New York city, will begin at ten a.m., Eastern Daylight Time. The program will include some select musical numbers. This morning hour will afford opportunity for all the field workers throughout America to hear this lecture and then go into action. We feel that this hook-up will greatly assist in preparing the minds of the people for the message of truth and of the good things of God's government to be brought to them by the workers.

In order that this broadcast may have wide publicity, the Society is arranging a special advertising campaign. A special announcement of attractive design has been prepared, printed in colors and carrying a list of the stations. These we will supply to the classes and any individuals at the following rates:

Less than 5,000 ....50¢ a thousand
5,000 to 9,000 .....45¢ a thousand
10,000 to 24,000 ....40¢ a thousand
25,000, and up .....35¢ a thousand

We can fill orders for these immediately. One million copies are being printed for this special distribution, giving everybody an opportunity to have a part in announcing the network broadcast.

Since the classes are doing considerable canvassing in rural territory at this time, we suggest that about three weeks in advance of the date set for the broadcast the workers begin using these while canvassing from door to door. In this manner considerable rural territory will be reached with announcements. One week before August 25 it would be advisable to concentrate on the larger cities and towns, so that thousands of the announcements can be distributed in a short time. By circulating the largest number just three days before the hook-up the hour of the lecture will be fresh in the minds of many people. If some of the classes can insert the advertisement in the local newspaper two or three days preceding the broadcast, this, too, will greatly aid in notifying the public. All classes using the radio for local broadcasting should likewise announce the August 25 program during the preceding week and on the previous Sunday.

We feel sure that this great broadcast will prepare the territory for IBSA Week in an unprecedented way. Let every one of us make a special effort to arrange our work so that this second world-wide witness of the year may be a real honor and joy to Jehovah.

Try Auto Camps

Automobile camps, where tourists spend one or more nights, are springing up throughout the country. The majority of these people will not want to buy the larger books; but three booklets for a quarter will be an attractive offer. Booklets are easily carried and easily read, and if properly presented will have an appeal for these people. Brethren can spend many a profitable evening also in this service. In each territory there are numerous other conditions which should be carefully considered and for which plans should be made to supply the need of the people for the message.

Classes and Colp'rs

To Make One Report for IBSA Week of August 25 to September 2

To avoid confusion and the misunderstanding which some of the classes have had about reporting work done during IBSA Week, it has been decided to eliminate the specially prepared card for IBSA Week. For the drive of August 25 to September 2 the classes will follow the practice observed by the colporteurs during the May drive, i.e., of using one of their regular weekly report cards. Instead of reporting the work done during the seven days of the week only, this card is to be held until the conclusion of IBSA Week and the results of the entire nine days, from August 25 to September 2, are to be included. This will mean, then, that the report for the week following will be for a period of only five days instead of seven. Colporteurs, as well as classes, are asked to follow this practice. Remember, then, that only *one* report card for the entire nine days is to be sent to us for next IBSA Week.

Classes Show Big Increase over 1928

42.1% of Quota Sold

Now for a Steady Drive

IBSA Week is not so much a campaign in itself as it is the opening attack of a big summer campaign. It lays the foundation for the summer activities. A number of friends who, because of climatic conditions, spring activities on the farms and in other industries, find it difficult to devote much time to canvassing before May, are now relieved of some of these responsibilities and are in position to devote more time to the service. With the truly consecrated Christian the Kingdom is the biggest event of our day. It was the biggest event of Jesus' day, and he devoted more time and energy to its proclamation and preparation than to any other thing. His work was in preparation of an event to come. The event has taken place. The Kingdom is here. Jesus, as God's anointed King, is much more active in the Kingdom today than he was at his first advent. Those who have the spirit of God and the spirit of devotion manifested by Jesus will likewise be more active in the Kingdom work than ever before. Let us ask ourselves the question, "Is our activity in the Kingdom increasing in accordance with the Kingdom light and responsibilities?" Each year should mark a decided increase in our activities. 'To him that hath, more shall be given,' says the parable.

There were 7,511 workers in the field during IBSA Week. The average number of weekly workers in the service during April was 3,886. Almost twice as many were out during drive week. Surely those whom the Lord blessed with the incomparable honor of being his witnesses during this drive will continue to sing forth the honor of his name.

The work which the classes have been doing so far this year shows a marked increase over the number of books sold to date of June 1, 1928. We know that you will rejoice to learn that there has been an increase of 129,811 cloth-bound books, which brings our total to 378,682 cloth-bound books for 1929, as compared with 248,871 sold to date of June 1, 1928. This represents an increase of 34.28 percent. Last year at this time the classes had sold but 42.9 percent of their total book sales for the year. This year, to date, you have sold 42.1 percent of the year's quota of 900,000. If the same rate of progress is continued you should make the quota. To be sure, it will mean work, even as it has meant work to make the 34.28 percent increase over last year thus far. But what greater joy is there than to get out and work hard for the Lord and the interests of his kingdom and to show him that you delight to do his will. We are confident that you will have much joy during the ensuing months.

Now just how can this quota be attained? During the month of May there was an average of 5,013 workers in the field each week. During IBSA Week there were as many as 7,511. If the 7,511 class workers continue regularly in the service, selling four bound books and seven booklets a week, you will more than make the quota. Let us make this the weekly quota for the remaining four months. The Lord will bless the effort. He will do His part, if we do ours.

Bethel to be Closed

August 18 to September 2

The vacation date for the Bethel family office and factory force at Brooklyn is fixed for the two weeks beginning August 18 and ending September 2. The factory will be closed at noon on Saturday the 17th, and will open for work on Tuesday morning, September 3. All colporteurs and classes are advised to have sufficient books on hand to last them over this period, as well as to be supplied with sufficient territory.

We ask every one to remember these dates and to refrain from writing during this period. If you write, the mail will just accumulate and take so much longer to dispose of when the factory re-opens. Since there will be no one to answer your correspondence during this period, you might just as well wait. By so doing you will aid us materially. We are anxious to give you the very best service possible, and therefore ask of colporteurs, classes, and all the friends as well, the following:

1. Please do not write to us between the dates of August 18 and September 2. Just send in the class recommendations for Service Director, and the usual weekly report cards, without orders or correspondence.

2. Please hold over letters that are not urgent for a few weeks following the re-opening of the factory, so that we can take care of accumulated mail as quickly as possible.

3. Be sure that your order for books, to last you during this period, is in early enough to avoid all last-minute rushes. Please do not send in orders which arrive on Saturday morning, August 17, and expect us to fill them before we close.

4. Colporteurs, before the closing time, be sure that you have sufficient territory to last you until about October 1.

In other words, make your plans sufficiently in advance that you can carry on your work without being affected by this closing. REMEMBER, THE TIME DURING WHICH THE FACTORY AND OFFICE ARE TO BE CLOSED IS NOON OF AUGUST 17 UNTIL THE MORNING OF SEPTEMBER 3.

Study of Special Bulletin Helping Workers to Place Books

Many letters have been received from the colporteurs and class workers expressing how much benefit they have received from their study of the *Suggestions to Workers—Special Bulletin*. One brother writes us: "You have now given us a regular handbook to be kept and consulted again and again. No specialty salesman could improve on the sales suggestions." A letter has been received from a sister in which she

(Continued on page 2, column 2)

May's Colporteur Report Proves Necessity of Regularity in the Work

Regulars and Auxiliaries Sell 122,722 Books

May's figures have now been compiled. The results show that both the regular and the auxiliary colporteurs put in their best month so far this year. During the month 1,092 regulars and 523 auxiliaries, or a total of 1,615 reported at least once. The average to report weekly numbered only 907 and 419, respectively, or a total of 1,326. But the 1,326 worked more diligently during this month than during any previous month of the year. The regulars averaged 24.47 hours a week in the service, and the auxiliaries 11.30 hours a week. This is a marked increase over April's figures, which were 21.43 and 8.40, respectively. It but demonstrates what can be done when the colporteurs really put forth the effort; and we want to congratulate you for your good work. We feel sure that this has been a very joyful month for you; because when one puts forth a real effort to magnify the name of Jehovah, he is sure to receive a rich blessing. In fact, from the many letters that we have received from all parts of the field testifying of the joy that has been experienced in the mighty campaign, we are assured of this. That the Lord's blessings were on your efforts is clearly manifest in the sale during the month of 268,828 pieces of literature, which includes 122,722 books, 109,721 10¢ booklets and 36,485 5¢ booklets. This literature has been left in the hands of 106,204 purchasers, which does not represent the total number, because many of the colporteurs have not been reporting them on their weekly cards. It will be much appreciated if in the future every one makes out these cards carefully and is sure that all the requested information is filled in each week.

Summer is now here, and with it come better weather and roads. The farmers are beginning to harvest their crops, and they will be in possession of money with which to purchase the literature. The best months of the year are before you. Now is the time to start 'making hay while the sun shines', as the saying goes. If you wish to stay in the colporteur work until the end and without interruption, we suggest that you put in regular hours each week and endeavor to meet the minimum average at least. This minimum has been set with your own interests at heart. The May figures demonstrate that the only way for one to meet his expenses in the work is to really seek first the interests of the Kingdom, which means to work hard. Due to much backward weather, which has discouraged many farmers as to the prospects of a good crop; the seasonal depression which usually comes during the month of May; and the increased number of new and inexperienced colporteurs who have engaged in the work, the average sales an hour per colporteur decreased to 1 1/5 cloth-bound books, 1 10¢ booklet and 1/3 5¢ booklet. Hence, if you wish to continue in the work, regularity is essential; for only by putting in the time can the books be sold. We appreciate the many difficulties which you encounter, and want to assure you that it is our earnest desire to cooperate with you in meeting them. But, after all, isn't it through persistence in pressing on in spite of all these difficulties that it is possible for a demonstration to be given of one's faith in the Lord and one's love for him?

(Continued from page 1, column 4)

says: "I want to thank you so much for the *Special Bulletin*, May issue, which you sent me. Sunday morning, when I was out in the service, I put in practice many of the invaluable suggestions from this *Bulletin*, and I had more success than I had ever had. Three out of every four calls were sales; and bound books, too."

This *Special Bulletin* has been issued for the benefit of the workers; and we would urge that it be kept as a manual and referred to repeatedly. One can not remember all the suggestions by just reading it over once or twice. We suggest that each worker, before going out into the work, read part of it, try to remember a point or two, and then experiment with these in your canvassing. The next time you go out, try some other suggestion; and finally you will have proven to yourself the value of the suggestions made therein and will have made them your own.

One sister writes us how her having followed the suggestion of agreeing and sympathizing with the customer aided her in placing the message in the hands of a party who would not otherwise have listened. She says, "I approached a lady who was sitting on the porch. She said to me right away, 'Oh, I am sick and nervous and I can't read. It makes me so nervous.' So I put up the book and said, 'That is to bad. I am sorry.' Then I said, 'Won't it be grand when the Lord will heal the nations and make the earth beautiful and there will be no more sickness?' To my surprise she said she was looking for this very thing, and her face looked so happy as we talked. Then I said, 'You know these books of Judge Rutherford are right along this line.' She said, 'Is that so?' And eagerly she picked one up and began to look at it. She couldn't take all, but took *Creation*. I have been wanting to know how to canvass better, but my lack of knowledge has caused me to act and speak in the wrong way."

A Suggestion for Answering "I Haven't Any Money in the House Today"

A brother writes us, "Here's a little suggestion for what it is worth. When they say, 'Well, I haven't any money in the house today,' and seem a little interested, just pull out your order book in a confident way and smile and say, 'Oh that's all right; we'll just open a charge account for you. When is pay-day? I'll see you then,' and either leave the books and collect later or deliver later as you are accustomed to do." Another brother writes, "I have had a number of successful sales of the sets by taking a deposit where I size up the person as reliable." The taking of a deposit and giving the customer a receipt with one book oftentimes impresses the customer with the obligation which he has incurred in leaving the order with you and aids in making the delivery later of the full order.

Bicycles Used for Rural Work

Colporteurs Have Covered as Much as Sixty Miles a Day Without Difficulty

Now is the time to cover the rural sections. Some of the colporteurs in times past have used bicycles to good advantage in this work, but with the coming of the automobile many have overlooked their possibilities entirely. You might, therefore, be interested in the experiences of some of those who have been using them effectively.

The bicycle is comparatively cheap and easy to operate and to keep in repair. Because of its serviceability and economy as a means of covering territory, some colporteurs in house-cars have carried one along with them as part of their equipment. The heavy house-car can be parked, and gas, oil, and expensive tires saved, while the rough roads and rural sections are being canvassed.

One brother writes us that he is able to cover from 30 to 60 miles a day without trouble on his bicycle. Another one tells us that in his usual day's canvassing he figures on traveling about 30 miles and on delivery days he often covers as much as 50 miles. Of course endurance like this comes with practice.

MAPS A GREAT HELP

You might be interested in knowing just how he plans his work. As soon as an assignment of a county is received, he obtains a map showing the rural routes. If he can not buy one from the government or some store, he goes to a public library where he is frequently able to trace off a copy of some map on their files. He then selects some centrally-located town as his headquarters, where he keeps his stock of books and from which he rides out each day. A carrier arrangement which holds a suitcase is attached to the front of his bicycle. (Some prefer to have a rack in the back, as well as in the front, so as to more equally distribute the weight.) He claims to be able by means of this to carry as many as 65 books without overloading. With a stand attached to the rear wheel, the bicycle is held in an upright position while the call is being made.

As he starts out each morning he loads up with enough books to keep him busy for the day. He so plans his work that the delivery date for any orders that are taken is set two weeks from his first day's work in that particular section. By doing this, he is able to allow those who give him orders at the end of the week, one week's interval before the delivery. The orders taken during the week warrant his spending another day in making these deliveries in that section after having canvassed it.

If one does not feel capable of traveling so far to and from the territory, several changes in headquarters can be made. In this way all the rural route in the county can be reached with the least amount of traveling. This brother informs us that when he has taken an assignment of a county he calls at every house.

The bicycle can be used not only by pioneer colporteurs but by class workers as well. Many of the classes have done very little in their rural territory because of the limited number of automobiles. Sisters who have considerable time during the week have not gone out into the work because of having no one to take them. Women as well as men can obtain bicycles adapted to their use. They are easy to learn to ride, cheap to operate, and cover the ground quickly. They have an added advantage in working rural sections, in that no time is lost in waiting for other members of a party to finish their calls.

Territory Boundaries

It has just come to our attention that instructions have been given to certain classes without consulting the Society's headquarters to disregard their territory boundaries in disposing of their surplus stock of the *Peoples Friend* booklets. The instructions should NOT have been given. It is important that all classes and colporteurs observe strictly on all occasions the boundaries of the territory which has been assigned. When these boundaries are disregarded, some one else suffers. Classes or colporteurs should never work outside of their own territory. The only exception would be where classes have a working agreement with one another to assist in their respective fields; but even in such a case definite arrangements should be made first.

Individual friends are also urged not to follow the practice of taking a bag of books along and working any place that might look good, without knowing who holds the territory. Your doing so may be with a desire to honor the name of Jehovah, but it may mean that you are working in some pioneer colporteur's territory whose livelihood is dependent upon his sales of books. All isolated territory should be obtained from this office, as the information regarding where the colporteurs are working is available only here.

New Field for Books

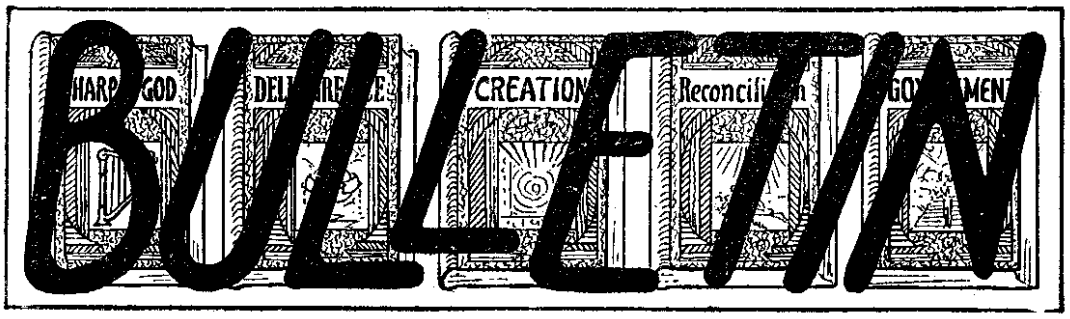
The early summer opens up an excellent field for the Kingdom message in the various resort hotels, among both employes and guests; and plans should be made to work these at the most advantageous times. It is often difficult to reach the guests of the very large hotels, but the smaller hotels and boarding-houses can be reached if plans are carefully made and competent workers appointed to handle the work. The employes also can be reached in the same manner. Each case will be a problem for the director to work out. No specific plan can be made to cover all of these, beyond the fact that in most cases the employes can be reached between 3:30 and 5:30 p.m. and after 8:30 p.m. This would provide excellent evening work for brethren who have to work during the day.

A Novel Suggestion for Selling Booklets

One colporteur writes us that their party has been able to place a number of booklets in the hands of people who are not in position to purchase the set of five books. She writes, "We are putting all the booklets together and calling them our paper-covered set." Having talked the cloth-bound set first, one has emphasized the desirability of such a purchase. A paper-covered set at a very small price is thus made to appear very attractive.

WATCH TOWER BIBLE AND TRACT SOCIETY

Classes and Auxiliary to Date
460,934 Books
607,870 Booklets



AUGUST FIRST NINETEEN TWENTY-NINE

Colporteurs to Date
821,505 Books
593,103 Booklets

NEW BOOK PUTS "LIFE" INTO IBSA WEEK

Internation'l Network

Inaugurates Campaign

Millions to Be Informed of Broadcast on Aug. 25

It is with great pleasure that we tell you that at least 75 stations are to be linked together on August 25 in this great international network. The message to be given by Brother Rutherford, "Health and Life for the People," will inaugurate the IBSA Week campaign. This will prepare the minds of the people so that they will be in a receptive mood when the workers call with the literature.

ADVERTISING *LIFE*

In order to increase the effectiveness of the hook-up the Society has prepared a new radio flier specially for this occasion. On one side appears the announcement of the hook-up, giving the time, date, subject, and list of stations. On the reverse side is the picture of a man reading *Life*, and a word or two about the book. The announcement is attractive, simple, and to the point. We are sending a few samples to the classes so that the friends can get a better idea of it. Beneath the announcement of *Life* is the statement that a world-wide distribution begins August 25. Colporteurs desiring to have a part in this work should send in their orders soon.

We here remind you of the instructions contained in the July 1 *Bulletin* regarding the distribution of the announcement slips. The workers should begin using them about three weeks before the date set for the hook-up, handing them to those on whom they call, at the conclusion of the canvass. One week before IBSA Week concentrate on the larger cities and towns, giving special attention to those sections that have been set aside for IBSA Week canvassing. The largest number should be circulated during the three days just before the broadcast. In this way the broadcast will be fresh in the minds of the people, and also the new book *Life*.

For newspaper advertising the Society will be glad to furnish plates at 50c each, or mats at 10c. Before ordering make sure whether the newspaper you intend to use requires the plate or the mat.

Inclosed with this *Bulletin* the director will find a suggestion for advertising the broadcast on the spare tire of your automobiles. You can follow the design suggested, having some painter in your vicinity do the work for you.

By giving the hook-up wide publicity in the above-mentioned ways it is hoped that a larger number of people will be reached and prepared

(Continued on page 2, column 1)

Three Features of Drive Aug. 25 - Sept. 2

Life, Big Hook-up, and Six-Book Combination

Make Your Plans Early for the Field Work

August is by far the most outstanding month of the year 1929 as far as the Lord's anointed and their commission to be his witnesses are concerned. The new book, *Life*, is to be released for public distribution during IBSA Week of that month, giving us a combination of the six most attractive and valuable books in the market to offer to the people, the value of which can not be estimated in dollars and cents, because they contain a message of hope, peace and life, without which all else is worthless. IBSA Week starts on August 25, and a great international broadcast on the subject "Life and Health for the People" will introduce the book *Life* and inaugurate the drive. This broadcast will take place from ten to eleven a. m., Eastern Daylight Saving Time. With these three great contributing factors the August IBSA Week should result in the greatest of all witnesses to date. Brother Rutherford has so arranged the time of the broadcast that practically every worker in the United States, Canada and the isles of the sea may be able to listen in on the talk before they start out in the work.

TUNE IN

Wherever possible the classes should arrange to have a good receiving set in their places of meeting, so that they can hear the message while they are assembled for service. The friends should gather at the meeting-place an hour, or at least half an hour, before the broadcast takes place, so that all arrangements, such as territory distribution, transportation, supplies of literature, and any other details pertaining to the day's activities, may be completed before the broadcast commences. As soon as the program is concluded let each one take his place, advancing as a part of the mighty army of Jehovah, singing the honor of his name. In this manner all the Lord's anointed from coast to coast will start as one mighty unit in declaring the purpose of Jehovah. Surely the prospects of having part in this great drive will thrill the heart of each anointed child of God and will induce each one to make a special effort to have part in the opening of the campaign as well as continuing the united effort throughout the nine days of IBSA Week.

We would suggest that on the opening day, particularly, the friends east of the Rocky Mountains take their lunch along with them when they assemble for service in the morning, and, immediately following the broadcast, go forth into the field, spending the remainder of the day in the service. This will avoid the necessity of returning home for their meals and will enable each one to make the opening day the big day of the drive.

THREE BIG DAYS

As a climax to August IBSA Week we have Saturday, Sunday and Monday, August 31 to September 2, during which practically all the friends will be released from their secular employment and thus be enabled to devote the entire time to the witness work. There will, consequently, be more time available for the work than there was during May IBSA Week.

A method that has been found very beneficial in using periods like this has been to have a number of the friends get together on Friday evening or Saturday morning and go to some of the larger towns in the outlying territory and establish a headquarters, and work from that headquarters during the three days. Thus they save time and energy and give a much more effective witness than if they had to drive to the territory every morning.

We would recommend that in setting apart territory for IBSA Week the service committee consider this proposition and lay aside some territory for those who wish to undertake a week-end drive as suggested here. Definite provision should be made to supply sufficient territory for every brother and sister in the class who has all or part of these three days available for service. The responsibility to make these provisions rests primarily upon the service committee in each class. However, if no provisions are made by the committee, it would be the duty of the class to request that such arrangements be taken care of.

YOUR VACATION

Another matter that should be given consideration during this period is that at this season of the year a number of friends are enabled to take their vacations. Surely nothing can bring greater joy or satisfaction to the Lord's people than devoting a certain part of their vacation period to the work of magnifying the name of Jehovah. The joy that this brings is not to be compared with anything else on earth. Therefore we strongly urge that, wherever possible, the friends arrange for their vacations so that the vacation period will include IBSA Week, and in this manner

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"Simply Beautiful"

Adds One More Color to Our Attractive Set

You all know that Brother Rutherford has written a new book, *Life*, because the July 15 *Watch Tower* announced it. But we just must say something about it. It is a cloth-bound book of 364 pages, is printed in a little larger type than our other books, and contains six tinted pictures illustrating different passages in the book. There are also eight paintings, reproduced in four colors, which add to its attractiveness. As for the cover, it is of beautiful red cloth, upon which "LIFE" is stamped in brilliant gold. The center panel is embossed in a most striking way. But we will not say any more about it, except to repeat that "it's simply beautiful". As for the most important part of the book, the message it contains, it will thrill your heart as you read it, refresh you with its timely truths, and increase your love for the Lord and his cause. This message is not for only the consecrated, however, because everybody wants life. When canvassing, try asking the people, "You want life, don't you?" Of course they must say "Yes". Then offer them the book and show them how life can be obtained. We believe these books will sell like pink lemonade on a hot day at the circus.

"When can we start?" Wait a minute; we're coming to that. The "Author's Edition" has been sent to all organized classes, as announced, and the regular edition will follow, so that every one will be supplied before IBSA Week. On August 25 IBSA Week will be introduced by a nation-wide broadcast, and when advertising this hook-up *Life* will be advertised at the same time. The new radio flier will prepare territory for *Life*. Then on August 25 the campaign with this new book begins, and is to be stressed all through IBSA Week. The people want "LIFE", and now we have it for them.

COLPORTEURS TO ORDER

The colporteurs are going to have it too. Beginning August 1, we can fill orders for colporteurs from all depots, except Oakland, which will have *Life* on August 5. This will be in ample time for a supply to reach you.

Isn't it great how the Lord provides these good things to give the people from time to time! We know you will agree and say, "It surely is!"

Colp's Prepare for IBSA Week with "Life"

Possibility of Surpassing May's High Record

On your marks! Get set! All are awaiting with anticipation the starting signal of the next great attack, which opens with the big radio broadcast.

The colporteurs are urged to hurry in their orders for *Life*, so that after the lecture they will be ready to rush out into the field with this wonderful new book added to their combination.

What are you going to do during this coming IBSA Week, colporteurs? Can you surpass that wonderful record you made in May? Let's see what the possibilities are.

NINE-DAY DRIVE

This coming IBSA Week you will have *nine* days instead of only *eight*. With one Saturday, two Sundays, and a holiday, there is an advantage of a holiday over last May. With the additional day you will have the opportunity to talk to more persons than usual. May was a rainy month, whereas during August the country roads are usually good and the weather better. Thus there should be a good chance for improvement in the average number of hours in the work per colporteur. The number enrolled is abont the same. In May there were 1,248 regulars and 616 auxiliaries. Now there are 1,255 regulars and 617 auxiliaries. But of those enrolled in May, only 1,040 regulars and 474 auxiliaries sent in their reports for IBSA Week. These figures include the few straggling ones which were received after tabulating the figures for the June *Bulletin*. Therefore there is another opportunity for surpassing May's figures.

And don't forget this GREAT BIG ADVANTAGE. *Life* will be added to the campaign. Isn't that a wonderful title? When you see the book, with its encouraging message and its beautiful binding, pictures and pages, you'll be so anxions for the 25th to arrive that you'll find it difficult to wait until the starting time for offering it to the people.

Everything points to an even greater IBSA Week for the colporteurs than that record-breaker during May. To accomplish this, however, it will mean a lot of work, for remember what you did in May. In that IBSA Week 1,040 regular colporteurs averaged 32.81 hours in actual canvassing and sold 85,680 books and booklets. Then 474 auxiliaries averaged 19.68 in the actual canvassing and sold 21,940 pieces of literatnre. That makes a grand total for all the colporteurs of 107,620 for the *eight* days' work. Can you surpass it? We know tbat you want to because of your love for the Lord and yonr desire to have an ever-increasing part in spreading the message of his kingdom. The total number of 42,899 hours given in the service by all the colporteurs thrills us as much as the number of books actually sold; for it is really the effort put forth that is most pleasing to the Lord.

The time is not far off. Begin to make your preparations now, so that you can be in the field as much as possible during tbese *nine* days. If you have to move to a new territory, you should be there before August 25.

(Continued from page 1, column 1) for the house-to-house work of IBSA Week, thus affording a greater and more favorable field for the message of the Kingdom and its blessings.

Director Appointments

On July 15 we forwarded to the secretary of each organized class the annual request for the names of three brethren from which the Society will choose one to serve as director for 1930. If this matter has not been brought to the attention of the class by the time you receive this *Bulletin*, please ascertain the reason, and if the secretary did not get the above-mentioned letter, advise us immediately and we will forward another. All classes should have this information in the Society's office before September 10, so that they in turn may be advised of the appoiutment by October 1, which is the beginning of the Society's business year.

Consignments of *Life*

Consignments of the new book, *Life*, are being made to all tbe classes whose accounts are in good condition and who have not specially requested that no consignments be made. Classes which do not receive such a shipment should send in their order direct, so as to have the books for IBSA Week.

Some of the auxiliary colporteurs and sharpshooters are being consigned a few of the new books, also provided their acconnts are low enough to warrant it and, further, that their reports indicate that they are placing enougb books to make snch a shipment advisable. If you are an auxiliary colporteur and do not receive a consignment, you will understand the reason. We suggest tbat you order, then, the number you desire, since we do not wish to overstock any one.

On account of the frequent changes in the addresses of regular colporteurs, no consignments are being made to them. Full-time colporteurs should order their own stock of books.

(Continued from page 1, column 3) they can use the time to the Lord's glory and their own blessing and refreshment.

Preparations for this IBSA Week will be the same as those for the May IBSA Week. Please read carefully the suggestion on planning for drive week outlined in the March *Bulletin*, and the questions for service committees and workers in the May *Bulletin*, and make your arrangements accordingly. We were very mucb snrprised and much disappointed to receive advice that some of the classes made no special effort to arrange for pressing the witness dnring IBSA Week in May. Any class finding their service committee either negligent or indifferent in regard to their privileges in this connection should take the proper steps to have the committee removed and some competent brethren appointed in their place. The Kingdom and the witness which tbe Lord will have given regarding it are the biggest things in the world, and nothing should be permitted to interfere with our privileges in relation to them.

EVENING WORK

August IBSA Week has many advantages over that of May, in that we have longer evenings for evening canvassing. Weather conditions are better and the friends have gotten into the swing of canvassing, and a much more effective witness shonld be given. In this connection it is going to be very interesting to watch the comparison between the May drive and the August drive. During May the class workers throughout the whole United States averaged 9.54 hours each in the service and sold 176,921 pieces of literature to 86,608 purchasers. With the advantage of weather conditions the total sales of literature during the August drive should exceed 200,000 pieces and the number of purchasers should reach 100,000, due further to the fact that we have nine days for the August drive and had only eight days in May. These figures, of course, include the auxiliary colporteurs also. Let each of us determine that, by the Lord's grace, we are going to put forth the necessary extra effort to bring the sales up to those snggested above. We are convinced that the Lord will bless the effort if we honestly endeavor to do this thing to the glory of his name.

The territory to be worked during August IBSA Week should be the most densely populated portion of your territory not already covered with the bound-book combinations this year. Check up on yonr territory situation. Know it thoroughly before IBSA Week, and have each captain familiar with it, so that the drive will he inangurated without any confusion or duplication of effort.

COMBINATIONS FOR IBSA WEEK

The combination that is to be specially pushed will be the six bound books: *Life, Government, Reconciliation, Creation, Deliverance* and *The Harp of God*, for $2.45. There is nothing else in the world that can be compared with the combination that yon have to offer the people. This set of volumes contains the Kingdom message, which is essential to the people in order to get life, peace, and happiness. Therefore a very special effort should be made to place the entire set in all the homes possible. The prospects of placing this library of the Kingdom in the hands of the people now at a price that they nsually have to pay for one volume of fiction or other literature in the market today is sonethiug that sbould enthuse every one of the Lord's people, because one is offering the people something better than reading material: one is presenting to them the knowledge of God's provision and arrangements by which they may have peace and happiness and, ultimately, life.

SIX BOOKS THE BIG THING

Let no worker besitate to offer this combination of six books to the people. The average person will be glad to take the six books as quickly as he would take three for half the price. Many sales of complete sets are lost on acconnt of the timidity or diffidence on the part of the friends in presenting the entire combination. If for any reason you are unable to place the six bonnd books in the hands of your prospect, tben drop immediately to a 75c combination composed of *Life*, three ten-cent booklets, and *The Peoples Friend*. This presents a most attractive variety, one book and four booklets dealing with vital features of God's plan which can not bnt appeal to those to whom they are offered at a price well within the reach of every person's pocketbook. If you are unable to induce your prospect to take your second offer, then drop immediately to *Life* alone for 45c. Endeavor to leave a copy of *Life* in every bome possible. Keep in mind that this is a special *Life* drive and that every home shonld have a copy of this book whether they have any of our other literature or not.

New Report Cards Ready for Everybody

Sharpshooters' IBSA Week Reports

For IBSA Week's report the sharpshooters will please use one of their monthly cards and cross out the word "Month" and mark it "August 25 to September 2, IBSA Week", and report their sales for drive week on that card. This is in addition to your regular *monthly* report. Send in your monthly report as usual.

Classes and Colporteurs Reminded to Send But One Report for IBSA Week

With the adding of *Life* to the books to be sold a new report card has been made for both classes and colporteurs, with a special column provided for reporting its sales, and a new space for reporting the number of purchasers who have bought the six-book combination. A consignment of the uew cards is being sent to the classes; but *not to the colporteurs*, on account of their frequent changes of address. In case the colporteurs have any of the old cards on hand, we ask that you use these before ordering the new ones, by making the following changes on your present card:

Cross out the "Set 7 vol. Studies" heading and write "Life" above this. Report therein tbe number of *Life* sold. Then for reporting the number of six-book combination purchasers, divide the column for reporting the five-book combinations, using the first half of the column for reporting the number of five-book sales and the other balf for reporting the number of six-book sales. If you sell any sets of *Studies* during the week, report these in the blank space at the bottom of the card.

Together with the colporteur's copy of this *Bulletin* a "supply order blank" is inclosed. Please read this over carefully, and when you are in need of some new report cards fill it out in accordance with the instructions and send it in to us. These "supply order blanks" are not inclosed with supplies of the *Bulletin* sent to classes, as they are for the exclusive use of colporteurs. Colporteurs are urged always to use them for ordering snpplies, so that they will be sure to get the supplies. Please print your name and address plainly, so that there will be no mistake made by the post office. A new slip will be included in each order of supplies sent.

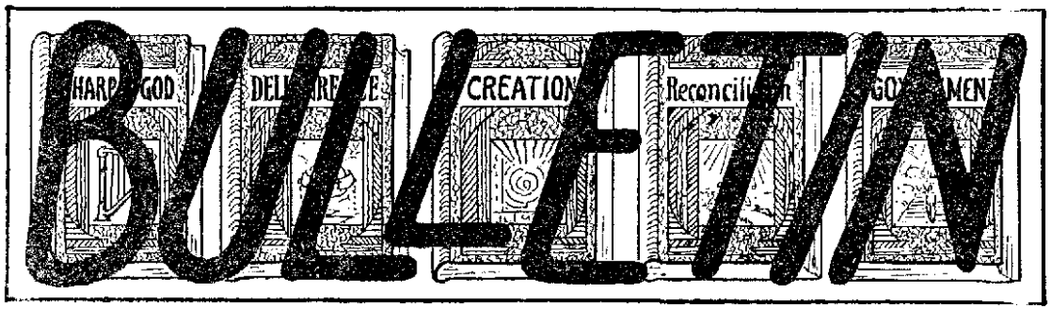
Again it is called to the attention of all classes and colporteurs that for IBSA Week there is to be but ONE of the regular weekly report cards made out. Do NOT make out two, but merely send the *one* card for all sales made from August 25 to September 2, inclusive. This will mean that your report for the week preceding IBSA Week will end with August 24. The report for the week following IBSA Week will begin with September 3.

Don't Forget: Bethel Is to Be Closed Aug. 18-Sept. 2

Colporteurs and classes are again reminded of tbe vacation period of the Betbel family, dnring which the factory and office will be closed from noon of August 17 to the morning of September 3. Be sure to have plenty of hooks and territory to last through this period.

WATCH TOWER BIBLE AND TRACT SOCIETY

Classes and Auxiliary to Date
532,109 Books
746,625 Booklets



SEPTEMBER FIRST NINETEEN TWENTY-NINE

Colporteurs to Date
929,201 Books
680,568 Booklets

ALL SET FOR IBSA WEEK

The Field Wonderfully Prepared for Canvassing

Life Expected to Break All Records

Strong in the Lord and the power of his might, the little band of the Lord's anointed again obey the command of their great Captain and go forth to sing aloud the praises of their God. The great enemy, Satan, with his stupendous power, would frustrate their efforts, but 'he that is with them is far greater than all the opposing hosts'. In faith and confidence, and with great rejoicing, preparations have been made for another IBSA Week. All is in readiness for the great drive to begin. Three and a quarter million leaflets advertising the radio hook-up and the new book, *Life*, have been printed and distributed. Announcements have appeared in many newspapers and have been made over a large number of radio stations. Then from coast to coast is heard the key-note speech as Brother Rutherford addresses millions of listeners over a vast hook-up of more than seventy-five radio stations. Was there ever a time more opportune for calling on the people? Naturally the remnant awaits with keen anticipation the time to offer *Life* to the people. At last it comes. For nine days without a let up, culminating in a whirlwind finish during Saturday, Sunday and Labor Day, they 'press the battle to the gate' and find that again 'the Lord of hosts is their strength and a crown of glory and a diadem of beauty unto them'. Surely it is a time of great rejoicing, for action in the Lord's cause always brings joy.

LIFE, LIFE, LIFE, LIFE! Louder and louder grows this glad refrain as those in suffering and misery learn through the pages of this new book how life is to be obtained. All mankind want it; but before they get it they must first know the way. Therefore this IBSA Week centers around *Life*. "Six books for $2.45" features the campaign. If the person called upon is unable to take all six, each worker drops to a 75c combination made up of *Life*, three ten-cent booklets, and a *Peoples Friend*. But if still unable to spend that much, then *Life* alone for 45c is offered.

A harmony and unity of action exists among those who see eye to eye, even as the Lord has promised. Bethel is closed so that those usually engaged in making the books can join their brethren in the field. Their vacation period coming at this time finds them scattered into many parts of the country and coming as a reenforcement to the little companies of the Lord's anointed here and there. Classes have been stocked with *Life*, and the colporteurs, as ever, stand ready to cooperate in the same great campaign. Having helped to prepare the field by the radio, the radio workers show their willingness to be used by the Lord in any and every capacity and they too get their bag of books to go out into the field.

What a privilege it is to join in with such a band of devoted workers who serve the Lord because they love him above everything else.

In August 1926 IBSA Week the classes placed 18,881 *Deliverance*, which book made its initial appearance at that time. Last August, *Government* was the special book in the campaign for the five-book combination. At that time 12,086 were sold. What will be the record for 1929, with *Life*?

Colporteurs Enthused About *Life*

"Have you finished reading *Life*?"
"Sure thing!"

Then, no doubt, you feel just like all those from whom we have been receiving letters during the past few weeks. How's that? Well, you can hardly wait for IBSA Week to start, so that you can get out into the service and OFFER *LIFE* TO THE PEOPLE.

And speaking of letters, we wish that you could read over some of the many that we have received from the colporteurs. They seem to be thrilled with the prospects of this new book. We are looking to them to do some big things during IBSA week. That you may enjoy with us some of their good letters, we are giving you a few excerpts.

"I received the new book, *Life*, and think it wonderful. I want to do all I can to put the wonderful message of life in the hands of the people."—Colporteur in Pennsylvania.

"I have just finished reading the new book, *Life*. It's wonderful. I enjoyed it from cover to cover and prayed silently all through its pages for strength and power to be able to put them out, rejoicing every step of the way."—Colporteur in Arkansas.

"I feel that if I did not write to thank you for that wonderful new book, *Life*, I would be like the lepers Jesus healed who went their way and forgot to thank their healer. The book stamps truth inside and out."—Colporteur from California.

"Sister C—— and I wish to extend to Judge Rutherford and all coworkers our heartfelt thanks for and appreciation of the new book, *Life*. Hope to place lots of them in the hands of the people IBSA Week."—Colporteur in Georgia.

"We received the new books entitled *Life*, and appreciate them very much. We hope to be permitted to place many of them in the hands of the truth-hungry people.

(Continued on page 2, column 4)

AFTER SEPT. 2 - WHAT?

6, 5- and 4-Book Combination to Be Stressed

September an Ideal Month for Canvassing

The Lord, through his prophet, calls upon his people, saying, "Prove me now herewith, saith the Lord of hosts, if I will not open you the windows of heaven and pour you out a blessing that there shall not be room enough to receive it." We are convinced that this will be the happy portion of all the Lord's witnesses who have been faithfully engaged in his service, particularly during the August IBSA Week. We believe that the joy and the blessing which the Lord will have poured out upon his people will be a source of stimulus that will make September the greatest month of 1929. There is no greater joy on earth than the consciousness of spending one's vitality in obedience to the Lord's command; and although many of the workers may be physically tired and weary from the effort put forth, the joy that is their portion will undoubtedly more than compensate for it. This joy may be theirs permanently as they continue to use their power to glorify the Lord.

September is the most ideal month of all the year for canvassing. The weather is brisk and invigorating without being cold. People are, in general, settling down after a more or less restless summer. Children have returned to school, and people are considering the weightier things of life. Their minds, in many instances, are turned to educational lines. Most homes have children in the primary school, in college, or in the university. They are spending much money in the education of these children. Many are wondering what returns it will ever bring them. God's witnesses should take advantage of this trend of thought in the minds of the people. Most branches of education taught in the institutions of this world are at best only man's conception of things. The wisdom of this world is their highest standard. This wisdom may or may not help them in coping with the selfish competition that exists in the world, but it offers absolutely no consolation, help or comfort in the preparation for man's eternal destiny. It contributes nothing in his fight for life.

Therefore, at best, the people are merely feeding upon husks and are dissatisfied. There is only one way to life: "This is life eternal: to know thee, the only true God, and Jesus Christ, whom thou hast sent.' God's witnesses, therefore, anointed by the Lord to carry his message to the people, hold the key to happiness and peace of mind, yea, even to life itself, in the ministry of reconciliation that the Lord has committed into their care, to be his witness to all the people about the planting of the new heavens and the laying of the foundations of the new earth.

To any of the Lord's people who have taken the trouble to write down and carefully consider and compare the seventy-two chapter titles contained in the six books written by Brother Rutherford, it is very evident that the Kingdom message which the Lord has provided for the people is not complete unless the entire six volumes are placed in each home. In this connection we would strongly recommend that each worker take the time to copy down and carefully consider these seventy-two titles. He should go over them repeatedly, so that he may have clearly before his mind how very important and essential each one of the six books is, in order to carry out the commission from the Lord to properly place with the people the message of reconciliation.

Therefore September's first and chief offer is the six-book combination, at $2.45. You can not effectively present this combination unless you realize its import yourself. Therefore we emphasize that each one try to visualize the importance of the message these books contain, in order that you may present it to the people with greater force and conviction. In territory where a large number of *The Harp* have already been placed and it is deemed advisable to offer a five-book combination, offer the set without *The Harp* for $2.10. In territory where *The Harp* and *Deliverance* have been widely distributed, the remaining four books may be offered for $1.75. From this time forward our object should be to place the entire set of six in the home or fill in the remainder of the combination for those who have some of our books.

During recent months one out of every fifteen to eighteen sales has been a combination of five books. We believe that the same percentage of six-book combinations can be placed if the friends familiarize themselves with the importance of the message they have for the people and consistently offer it to them. Of course where conditions are bad and the people have very little money, smaller combinations can be prepared and offered to them. However, it should always be kept in mind that the message of the Kingdom which the Lord has commissioned us to bring to the people now is much more necessary and essential to them than anything else they could have for their money. Even the small amount of food that they could buy for the nominal sum that is asked for our literature would last them for only a very short time; while the comforts and blessings from the Kingdom message that is obtained from the literature would be theirs for all time.

Important Features of Service Organization

All Should Be Familiar with These

For the benefit of the classes and their service committees and individual members we give here a brief summary of the things that are essential to a proper service organization.

WHO CAN ORGANIZE FOR SERVICE

In order to maintain a service organization a class should have at least four members who not only can but will engage in the canvassing work with some degree of regularity.

THE TWO PARTS OF A SERVICE ORGANIZATION

Each service organization is composed of two parts, both of which must work together in order to give the witness effectively. These two parts are the service committee and the workers. The service committee consists of the service director, the stockkeeper and the service treasurer. In a small class it is all right for the director to be stockkeeper also, but the position of service treasurer should be held by another member and should not be combined with another office in the service organization. It is the responsibility of the service committee to formulate plans of action. These plans are to be presented to the workers for their discussion and approval. It will then be the responsibility of the workers to carry into action the plans finally agreed upon by the majority.

DIRECTOR

The director is appointed by the Society and serves as its representative. He is also the representative of the class, inasmuch as he is chosen by the Society upon the recommendation of the class. He is therefore a servant of both the ecclesia and the Society. The duties of the director are twofold. His responsibility to the class is that of directing its service activities; and his responsibility to the Society is that of carrying out the instructions he receives from the office from time to time through *Watch Towers*, *Bulletins*, letters, etc.

SUBDIVIDING THE TERRITORY

One of the director's chief duties is to see that the class territory is properly subdivided into personal assignments and canvassing-party assignments. This division should be so made that the class can work it most effectively. In order to do this the director must know the territory: the nationalities in the various sections; the class of people, whether rich, poor or middle class; when the people are paid; what are the best days or seasons to canvass, and why; the approximate number of homes in each assignment, etc. This will enable him to determine how many workers can cover a certain part of the territory in a given period of time, and will eliminate much waste of time occasioned by sending too many workers into an assignment, or not enough. This information should be recorded on the workers' territory data slip.

THE BEST WAY TO CANVASS TERRITORY

Having properly subdivided the territory and knowing it, the director is charged with the responsibility of arranging to have it worked by the workers best suited to the different sections. Some workers are better fitted to meet the wealthy and educated; others, the middle class or the business people.

KEEP WORKERS IN CLOSE TOUCH WITH INSTRUCTIONS

It is the duty of the director to bring to the attention of the class all instructions and communications from the Society, so that the class may know what each worker should do to give the most effective witness.

MONTHLY STATEMENTS

Each month a statement of the class account is forwarded to the class in care of the director. It is the special duty of the service committee to examine this statement of the condition of the class account. Further, the service committee shall give to the ecclesia, through its service treasurer, an account of the amount of money that has been remitted to the Society during the month, the value of the books still in stock, and the amount of money on hand. The last two items should be sufficient to balance the amount due the Society.

REPORTS AND CORRESPONDENCE

Each week the director is to make a report to the Society on the regular weekly report card, whether there has been any work done or not.

All correspondence of the service committee with the Society is to be done by and through the director.

Once each month the director should make a report to the ecclesia of what has been done during the month and of the plans outlined for the coming month.

The director is to see that a record is kept of the sales made, hours canvassed, number of purchasers, etc., in each town, so that he may be able to make out a yearly report when called upon to do so.

ASSISTANT

The director should appoint a worker to act as his assistant. The assistant will aid the director in carrying out all the details of his office as may be requested by the director, and will act in the place of the director in all matters when for any reason the director is unable to act. Particularly the necessary detail work of keeping records, handling reports and making up the weekly report, etc., should be assigned to the assistant director. The assistant should endeavor to relieve the director of all the detail work possible, so that the director may have more time for the direct supervision of the work in progress and for planning the work in prospect.

The director is to do everything possible, not only to see that the work is properly mapped out, but also to encourage and stimulate the workers by concerning himself with their problems and offering sympathetic suggestions that will help them to meet the conditions in the territory.

STOCKKEEPER

The stockkeeper will have charge of all the supplies of literature furnished by the Society for the service work. It is the duty of the stockkeeper to keep full and accurate account of the stock committed to his care. All supplies for the work will be obtained from the stockkeeper. The best course to follow is for the workers to pay cash for all books obtained from the stockkeeper. Credit may be extended to such workers as can not advance the money for the books, with the understanding that it is the duty of the service treasurer to collect from them the price of the books as they are sold, and, in case the worker is inactive, to notify the stockkeeper, who will request the return of the books that have not been sold. The stockkeeper should turn over to the service treasurer all money received for books.

The stockkeeper will make out orders for literature as may be required, using the regular order blank, and hand the order to the director for his approval. The director will send in the order to the Society. Always try to place orders for at least one hundred pounds.

DO NOT STAMP LITERATURE

Books and booklets are not to be stamped with the name and address of the ecclesia, nor with any other information. Neither should any circular or card be inserted unless such insertion has been approved by the Society.

SERVICE TREASURER

The service treasurer will have charge of all money received from the sale of the books which have been shipped to the ecclesia by the Society. The service committee will make up the account once a month, and each month the service treasurer, as the representative of the ecclesia, will pay for all literature sold during the month, turning the check over to the director to forward to the Society.

WORKERS

The workers are those consecrated ones who take an active part in the service, and upon them depends to a very large extent the measure of success of the plans of action. The service meetings are intended to bring the workers in close touch with the plans of action, so that a united front may be presented to the enemy. The workers can greatly assist the service committee by sincerely endeavoring to carry out the instructions for action issued to the committee by the Society. By submitting to the director prompt reports of their activities they will enable the director to send in to the Society without delay the regular weekly report requested of him.

PRICE OF BOOKS TO WORKERS

Each worker who engages in the field service an average of three hours a week, and so reports to the service director, will be granted class rates on the books. Workers who do not average three hours a week will pay the regular retail price for the books.

OTHER POINTS

Workers only should have a vote in the plans of action to be undertaken by them. It depends upon them to carry out the plans, and therefore they should determine what course of action is to be adopted.

In the event that the director should be unable, neglect, fail or refuse to carry out the instructions of the Society, the workers should bring the matter to the attention of the ecclesia and of the Society as soon as possible. It is hoped that this action will not be necessary, but the work in any ecclesia should not be hindered by inattention of the director.

Neither the service committee nor any member of it is authorized to involve the ecclesia in any financial obligation without first getting the consent of the ecclesia.

Books are to be sold at the price fixed by the Society, and workers should offer literature for sale at that price, known as the retail price.

In ecclesias having no brother available to serve as director but having enough members to carry on a service organization, a sister may act as class sharpshooter, whose duties will be similar to those of a service director. The ecclesia may make its recommendations to the Society accordingly.

Recommendations for Directors

Regarding your recommendations for directors for 1930: There are still a large number of classes that have not sent in their recommendations. Kindly see to it that this matter is given consideration and that the recommendations are forwarded before September 10. We note that the brethren in the foreign-language classes have been very slow about sending in their recommendations. These, as well as the English classes, are urged to give this matter attention at the very first opportunity.

Classes and Colporteurs Urged to Report Promptly

Do you want to know the final results of IBSA Week? Of course you do; and so do we. And, besides this, you are anxious to know the total results of the year's work, which ends with September 30. Now each colporteur and class can help us greatly in obtaining these final figures by promptness in sending in their weekly report cards during the month of September. Colporteurs are urged to make out their weekly reports each Sunday night and mail them at once. Class directors are also specially requested to mail their reports as early as possible. If you are a class worker, you also can help in this by so reporting your weekly activities that the director can tabulate the class figures by Sunday night. If you don't do this, it delays his report to us.

Remember, but ONE report is requested for IBSA Week, from Sunday, August 25, to Monday, September 2, inclusive. The report for the week preceding will be to August 24, and for the week following will begin with Tuesday, September 3.

July Report

The July report of the classes and colporteurs, with a combined sale of 178,871 books and 226,220 booklets, is very gratifying. With August, September, and IBSA Week yet to hear from, our propects for 1929 are the best yet.

(Continued from page 1, column 2)

It has been more than twenty-five years since we first entered the colporteur work."—Colporteurs in Arkansas.

"Have just received the book *Life*, for which I am very thankful. What I have read in it makes me want to be on the firing-line more than ever."—Colporteur in Kentucky.

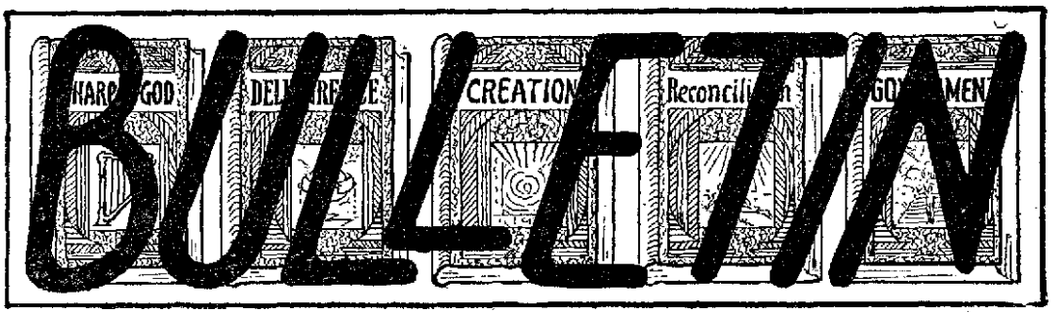
"We received the new book, *Life*. Sister E—— and I are thankful to the Lord for this fine gift from you. The book is attractive, the cover massive, the contents and pictures up to date. The book will sell like hotcakes. We believe all colporteurs are eager to place this book among the people."—Colporteurs in New Hampshire.

"I wish to express my appreciation of the new book, *Life*. It is certainly beautiful and will surely awake the remaining good people out of their slumber. I myself shall do my best, with all the help our Lord has so graciously provided."—Colporteur in New Jersey.

The colporteurs are such a joyful and appreciative lot of people that we can't help but love them very much because of their devotion to the Lord.

WATCH TOWER BIBLE AND TRACT SOCIETY

Classes and Auxiliary to Date
591,822 Books
882,277 Booklets



OCTOBER FIRST NINETEEN TWENTY-NINE

Colporteurs to Date
1,034,642 Books
761,353 Booklets

SCRIPTURE STUDY SPECIAL, NOV. 10 TO 17

To Be an International Campaign

Greatest Offer Ever Presented to the People Every Class Making Special Arrangements

As stated in the October 1 *Watch Tower*, the Society has set aside the week beginning Sunday, November 10, and ending Sunday, November 17, inclusive, as a special week for the sale of *Studies in the Scriptures*. *The Watch Tower* has repeatedly emphasized that the fundamental doctrines, as outlined in the *Studies in the Scriptures*, have never been changed. Those fundamental doctrines are just as essential now as they were twenty-five years ago. Past experience has evidenced that the Lord himself provided the food contained in these volumes for the nourishment and blessing of his people. The charge that the Society is opposed to placing these books in the hands of the people can not be substantiated by any statement appearing in any of the Society's publications. On the contrary, it is the purpose of the Society to stage an international campaign using the *Studies in the Scriptures* exclusively. This drive will include the United States, Canada, England, Germany, Greece, Poland, the Scandinavian countries, and others. The peoples of those European countries dwelling in the United States are also to be witnessed to.

In this campaign it is hoped that each one of God's anointed will have a part. Brother Rutherford has arranged to adjust the factory schedule so that the Bethel family may have some time to participate in this special effort. This drive will constitute the fall campaign for this year, instead of the five-cent booklet usually distributed. The entire set of *Scripture Studies* will be offered to the public at $1.25. This is the greatest offer of its kind ever presented to the people; a library on the Scriptures that cuts its way through the false doctrines of the Devil's organization just as thoroughly and as effectively now as it did at any time during the past forty years. Every one who has some of the later books by Judge Rutherford and is interested in their message will be anxious to obtain the *Studies in the Scriptures*, which the Lord used to lead and feed his people during the time when he was preparing the way. There are millions of people in the world today who have heard Judge Rutherford over the radio. Other millions have read his literature and are interested in it. A good proportion of these will be anxious to get a set of the books that first interested him and started him studying these precious truths of God's Word from the standpoint of the Kingdom.

Surely no one will contend that the Lord will not use the message contained in the *Studies in the Scriptures* to the blessing of these people, when we have such abundant evidence of their benefit to God's people in the past.

Therefore let each one enthusiastically get behind the campaign and push it to the glory of the Lord from one end of the earth to the other.

CAMPAIGN

There is a big field for the distribution of the *Studies in the Scriptures* in the territory covered by the WATCHTOWER chain network in the United States and territory which has been recently covered with the later books, written by Judge Rutherford, both in this country and in Europe. If the canvass suggested in another part of this *Bulletin* is used, which connects up our present work with the *Studies in the Scriptures* and shows their relationship to that work and to the momentous events that are transpiring in the earth, a large number of these *Studies* can be placed in the hands of the people during the eight days set apart for this special work.

Therefore let the service director in each class set apart the thickly

(Continued on page 2, column 1)

"Should I Sell Scripture Studies?"

A Suggested Canvass

Make It Short and Cover Territory

The following is a suggested canvass for placing the sets of *Scripture Studies* in the homes of the people. You recall that for the last few years we have had five-cent booklets and that these were placed in the hands of the people very rapidly, due to the fact that we made a short, snappy canvass and did not spend much time telling the people all about the booklet. We believe that this same method can be used with this set of *Scripture Studies*, because we are offering to the people such a fine set of volumes, seven of them, for only $1.25. It should not take much talking to distribute these among the people during this special drive week. We might say:

"Good morning. I represent Judge Rutherford, the international radio lecturer, who broadcasts over a great chain of stations every Sunday morning. Many people have wondered how he first became interested in Bible study. It is this very set of volumes I have here which he read, which led him to the

(Continued on page 2, column 3)

ANNOUNCEMENT

Attention, all ye auxiliary colporteurs, service directors and class workers! An important change in the auxiliary colporteur work and requirements goes into effect October 1, which we hope will make it possible for many more to enter this branch of the work and for those to continue who are already enrolled.

From that time forward the requirements will be a minimum average of twelve hours' canvassing a week, *including* Sunday, instead of ten hours' canvassing a week, *exclusive* of Sunday. In other words, it means that if a worker is able to work six hours or so on Sunday, and the balance of the twelve hours' time during the remainder of the week, he can enjoy the special rates and privileges of the auxiliary work.

Instead of reporting their weekly sales to the service director as well as to us, from now on the auxiliaries will be asked to report weekly to this office only. As heretofore, they will receive their assignment of territory from the class service director, provided they are working with a class. They will keep a careful record of all books sold in the assignment; and when the assignment has been completed, it will be returned to the service director, together with a complete report of the sales. From now on, therefore, no colporteur sales will be included in the weekly report of class activities sent in by the service director. The director will keep a record of books sold in the territory, for his yearly report of the total work done in the class assignment. If a quota is set by the class, the work done by colporteurs working with it may also be taken into consideration in attaining this goal but should not be confused with the weekly reports of the books sold by class workers only, sent in by the director. Henceforth, service directors should not include in their weekly report sales made by any colporteurs, regardless of their rating.

We believe that this arrangement will greatly aid in simplifying the work. Knowing just what the class workers in each class (exclusive of the colporteurs) are doing, the service department can more accurately judge the size of the consignments which should be sent to the respective classes.

The Many Reasons Why You Should

A Witness to Jehovah

Several letters have been received from zealous and conscientious friends who desire to carry on the Lord's work in the Lord's way, asking this question: "In view of the increased light which the Lord has given his people now, should one of the Lord's anointed sell the sets of *Studies in the Scriptures?*"

Perhaps you have had the same question in your own mind. Therefore we are going to give you our view of the matter.

Beyond any question of doubt, the Lord's blessings have been upon the publication and distribution of the *Studies in the Scriptures* in times past. They have been used by him during the harvest period to enlighten his people concerning his divine purposes. Many of those who are in present truth today first came to know and love the Lord through their reading of these books. They still contain the ten great fundamental doctrines of the Bible, which, even with all the increased light on the fulfilment of prophecies, have not been changed. Nor is there any likelihood of their being changed, for the increased light but further proves their correctness. The fact that today we see more clearly the fulfilment of certain prophecies is in exact accord with the Bible statement that 'the path of the just shines brighter and brighter unto the perfect day'. Should one then hesitate to sell these books, because certain prophecies are not so clearly explained? No; for the books themselves serve as an additional proof of the rapidly increasing light and should further aid one, if he reads them together with the later books, to see that he is on the right track in his search for the truth.

Who is there that has been in the right heart condition that has not received much comfort and consolation as he has read these books? They have brought this comfort because of the great fundamental truths which they contain about God's purposes. Paul, in 2 Corinthians 1:4, shows why Jehovah has given this comfort, saying, "that we may be able to comfort them which are in any trouble, by the comfort wherewith we ourselves are comforted of God." Having received this comfort, then, through reading these books, why should there be any reluctance in offering them to others?

(Continued on page 3, column 3)

Pioneers Expected to Have Big Part in Set Drive

A Real Experiment for Back Calls

Place Orders Soon for the "Studies"

Pioneers, what are you going to do in the world-wide one-week campaign with the sets of *Scripture Studies?* Of course you want to have a part in it. The zeal and enthusiasm with which you have entered into the two other special drive weeks during the past year has convinced us of this. And in order that you can have a real part in it, we are anxious to do our part. We know that it would be difficult for you to meet your expenses unless a special price were made to you in order that you could afford to offer the set for $1.25. Therefore the Society has arranged to bear this burden and offer them to you considerably below their actual cost.

We believe that at the special half-price rate at which these sets are to be offered to the public you will be able to place more books than ever before. What do you think you can do? Here are a few figures to think about. During May IBSA Week, which corresponds with this special week in November in length of time, you averaged 4.35 five-book combinations, 2.20 two-book, .65 three-book and .23 four-book combinations, or a total of 7.43 sales of combinations per colporteur. Some, of course, did much better than this, whereas others did not do so well. Besides this, many single books were sold. Now if eight days are given to offering the seven books at this half-price figure of $1.25, we should not be surprised to see you average about twelve set-sales each. This will mean, of course, that some would have to sell more than this, in order to make up for those who on account of sickness may be unable to be out full time in the work. Twelve sets may sound like a lot, to some; but after all, it is not quite two sales a day for the eight-day period. Results show that if one talks booklets, he sells only booklets; if he talks books, he sells books. Therefore, does it not seem reasonable that if he talks sets of *Studies* at half price, he will be able to sell them too? And surely it is the desire of all those who love the Lord to place in the hands of the people the great truths which he has given them in the *Scripture Studies.*

No doubt you have some good territory which you have gone over with the latest books and which you would like to recanvass with these sets during this week. Give those who have obtained the latest books the opportunity of this wonderful bargain. Many were not at home when you made your first canvass of the territory, while others were too poor to buy. Here's an opportunity to make some good back calls. Why not let them also have the opportunity of obtaining the message before you leave for another territory?

Send in your orders to the depots or to this office. We shall appreciate it if you order in lots of multiples of seven sets, if possible, since seven sets will nicely fill one carton, fourteen sets two cartons, etc.

Remember, the drive is for the one week only. Begin making your plans and preparations now. If you have a stock of sets on hand, then will be the time to place them in the hands of the people. If you send us a statement of these we shall be glad to credit your account with the difference between the usual pioneer price and this new one, so that you will not have to bear the loss.

As heretofore, the report for this week will be for the entire *eight* days, instead of the usual *seven;* which will mean that the week previous will be for only *six*, ending Saturday, November 9, instead of Sunday.

(Continued from page 1, column 2)

populated sections of his territory which are covered by the chain hook-up, and, if not in the chain area, territory manifesting the greatest interest and where the largest number of *The Harp, Deliverance, Creation, Reconciliation* or *Government* have been placed during recent years. This territory should be districted for the drive. The minimum number of calls set apart for each worker should be about fifty. This makes an ideal assignment for one week's special work and should be covered by one worker without any great difficulty. Out of the fifty homes set apart, a conservative estimate of sales would be four. Therefore the average for the week should be approximately four sets of *Studies in the Scriptures* per worker. During this drive the canvass for the sets should be short and to the point, and where there is no interest shown the worker should hurry on to the next home without wasting any time in talking about the other literature. This is to be a drive exclusively for the *Studies in the Scriptures.*

4,309 WORKERS

During the year 1929 there was an average of 4,309 workers in the field each week. We believe that there will be more workers out during this special drive on the *Studies.* However, using the conservative figures of 4,309 workers, each calling upon fifty homes and selling on an average of four sets during the week, it will mean that at the end of the week we have canvassed over 200,000 people and placed over 17,000 sets of *Studies in the Scriptures.* What will the results show?

Surely the fact that the Lord has prepared the message in this way and placed it in the hands of his servants is proof conclusive that it is his intention that they should, as his witnesses, place it in the hands of the people.

Another feature that should be taken advantage of at this time is calling upon the large number of people who have shown marked interest during recent years and who have been specially followed up by one particular worker. These people, in practically all cases, will have the later books, written by Brother Rutherford, but not the *Studies in the Scriptures.* Each worker who has been instrumental in follow-up work among these people and in developing their interest up to the present should make it a point to call upon them and offer them a set of *Studies in the Scriptures,* to *complete* their library of the truth.

Evenings, when the whole family is at home, or at least those of the family who are most interested in the truth, is the ideal time to carry on this phase of the work. The director should make special plans, setting aside these names for the different workers, and strive to ascertain as far as possible the best evenings to call upon these people and arrange for this work to be carried out. This, of course, will in many cases include going outside of the territory set aside for the drive. In fact, the people living outside of the drive territory should be given preferred attention; for those who are within the area which is being covered will in all probability be canvassed anyway.

These sets will be charged to the classes at 91c each, and will be sold to the public for $1.25.

Bethel Home Closed Three Days

Speakers to Serve Classes During Campaign

Brother Rutherford has set aside three days of this campaign, so that the members of the Bethel family may have a greater part in the distribution of the *Scripture Studies.* This will mean that approximately 180 brethren will be spending three days full time in canvassing from door to door, giving the witness of the kingdom.

This will also permit some of these brethren to serve classes from eastern Ohio to the Atlantic coast, and as far south as Norfolk and Richmond, Va. There will not be enough brethren, of course, to serve all the classes, and preference will therefore be given to those classes making early application. Classes desiring a brother from Bethel to serve with them and assist them during this special campaign are requested to have their application in before October 21. These brethren will lead the friends in the field, and will also be prepared to give some lectures in the evenings. They can arrange to leave New York Thursday evening and be ready to go out with the friends Friday morning.

During the past two drives of this year the Bethel family placed a considerable number of books and received many blessings in so doing. Their big job is making "better and more books"; but when a drive is on they are all glad to take advantage of these blessings.

(Continued from page 1, column 3)

conclusion that he would devote the rest of his life, all his time and energy, to the spreading of the kingdom message in the earth. This he has been doing, and many people have been encouraged by his lectures and also his own publications. Why is it that 15,600,000 copies of these books which you see right here have already been sold? It is because they contain such a message of hope and comfort. They give you a clearer understanding from the Bible itself of God's great purpose, not that man should live on the earth in sickness and sorrow, but that he should enjoy perfect life and happiness. Furthermore, they show that mankind will receive these blessings through his kingdom, which is near at hand. You want to know about such a kingdom, don't you? In order that you might, for this week only, we are offering this set of *Studies in the Scriptures* for half its usual price. The usual price is $2.50; but if you take them today, you can have them for only $1.25."

How Many Will You Sell?

Auxiliary Colporteurs to Get Sets from Classes or May Order Direct

The auxiliary colporteurs are to have an active part in the campaign with the sets during the eight days, November 10-17. The rate granted to them will be the same as that extended to the classes; i.e., 91c for the entire set of seven volumes. As a matter of convenience, then, if you are an auxiliary colporteur working with a class, you can obtain your stock direct from the class stockkeeper instead of ordering a separate stock from the Society. If you are not with a class, you may order direct; for, of course, you will want to have a part in this work. Regardless of whether the books are obtained from the class or from the Society direct, remember the new arrangement, as announced in another part of the *Bulletin,* calls for a report of your sales to the Society only. It is no longer necessary to report weekly to the director, but only when you complete a territory.

We hope that the auxiliary colporteurs will engage in the "*Scripture Studies* Special" 100 percent. The class workers are hoping to sell four sets each, the pioneers twelve sets. For the auxiliaries a quota of seven sets each is being suggested. How near will you come to it?

Another opportunity presents itself to again demonstrate to the Lord that you love him better than anything else and that you desire to put forth a special effort to perform his bidding.

Scripture Studies Consignment

Classes Not Receiving a Consignment Should Order Soon

A consignment of *Scripture Studies* is being made to each organized class, according to the number of workers in the class. We hope that all classes will be able to dispose of their consignment at the remarkably low price of $1.25, as well as of such sets as they may have on hand.

If some of the classes have odd sets, short one or more volumes, we suggest that an order be placed to complete these sets. Please state in your order that it is for this purpose.

All those classes that have informed the Society that they do not desire consignments of any kind of books should place orders for this special week; otherwise they will not have the literature for the campaign. All other classes will receive a consignment. We have taken into consideration your present stock according to your May inventory, and also the number of workers. A charge of 91c a set will be made to each class for the books sent.

Classes that now have sets of *Scripture Studies* on hand and dispose of any or all of these during this special week will be credited $1.00 for each set so sold, inasmuch as they originally were charged $1.91 for these sets.

1,580 More Workers Out This IBSA Week

Radio Helped Greatly in Sale of Life

Combinations to Be Stressed More

The fall IBSA Week, August 25 to September 2, was truly a marvelous success. As of old, the Lord went before his people, putting their enemies in confusion and preparing his witnesses to accomplish the good pleasure of his will. In order to appreciate the magnitude of the work that the Lord is now doing, we must realize that the Devil, through his organization, controls all the resources of the world and is bent upon the destruction of God's faithful witnesses, and that, if it were not for the protection of the Lord, none of them would last twenty-four hours. Yet, despite all this assembled opposition, it has pleased the Lord to use his little band of witnesses to give the greatest testimony of all time to the glory of his name and the establishment of his kingdom.

The figures for the week speak for themselves. However, a brief comparison of the outstanding features of the week's drive with some events of the past will be found very encouraging. The number of workers in the field during this IBSA Week were 1,580 more than were out during the May drive. The number of *Life* sold was more than the combined total of *Deliverance* and *Government* sold during the IBSA Weeks in which they were released. In the number of bound books sold there was an increase of 12,646 over that of May of this year.

Undoubtedly the radio chain hook-up did much to prepare the people for the new book, *Life*, and also to stimulate the workers to a keener appreciation of their privilege in distributing it. The increase in the bound-book sales brings forcibly to our attention one outstanding fact, and that is that the people in general will take what is properly presented to them. They do not know what is best for them, consequently they are unable to determine what they should buy. The Lord, however, knows what they need most, and from time to time places his message in the hands of his servants to carry to the poor groaning creation. It therefore becomes the privilege and duty of the Lord's people, realizing that the Lord has provided them with the message, to present this to the people. In the past we were prone to let the people determine what they should take, and usually they took booklets rather than bound books because they were cheaper. The determining factor was not that which the Lord provided for their best interests, but their own preference, which was usually selfish. Therefore, in order to properly represent the Lord and do his work at the present time, the servants of the Lord should watch his guidance carefully, realizing that he has provided them with the different messages that he wishes carried to the people, and stress that message as being for the best interests of the people at that particular time.

The bound books contain the message in its most permanent form and will undoubtedly be retained and re-read long after the booklets have been destroyed. Therefore it is for the best interests of the people to induce them to buy the bound books. This, of course, does not mean that the booklets do not have their part to play in God's witnessing work now. There are many people who are so situated that it is impossible for them to spend more than the few cents required for the booklet. There are others who are more or less skeptical and can not at the present time be induced to invest in more than a booklet in order to investigate the subject, while there are still others who are so selfish and so eager for this world's goods that they would not be willing to spend more than a few cents even to obtain the knowledge of God's kingdom. Therefore booklets are all that can be placed in the hands of these people, and every effort should be made to leave one or more with them.

WHAT *LIFE* DID

During IBSA Week the Lord provided a new book, *Life*. By means of the radio hook-up, particularly, the Lord gave his people a vision of its importance and of their responsibility toward its distribution. Enthused with this vision they went out and enthusiastically offered *Life* to the people, and the people took it because it was presented with enthusiasm. Undoubtedly a great number of these people would have been satisfied to get a ten-cent booklet, had they been offered that, but the Lord's people, realizing the importance of the new book, and stressing it, imbued the people with their enthusiasm, so that the people themselves realized their need of this book. Therefore it seems evident that the Lord's people, having the mind of the Lord, are in a better position to determine what the people now need to help them understand the Lord's purposes than are the people themselves, and should do everything possible to leave with the people that which will do them the greatest good, and this will undoubtedly be found in the bound books.

COMBINATIONS

There are one or two points in our IBSA Week activity, however, that might be improved upon. We mention these here, not with any idea of criticizing the work done, but rather that we might profit by our experience and use these weak points as stepping-stones for greater success in the future. There was a decided drop in the number of combinations placed. During August IBSA Week we left only 6,010, as compared with 8,200 during May IBSA Week; a drop of 2,190, mostly in five-book combinations. This was due, undoubtedly, to the fact that the friends became so enthused about the new book, *Life*, that they forgot to stress the combination of the six books.

Conditions are generally better in August than in May, and with the same amount of emphasis placed upon the combinations, we should have sold a larger number than were placed during May IBSA Week. It would be well to keep this point in mind in the future. The sales per worker and the hours per worker show a decided decrease also. This can probably be attributed to the 1,580 new workers who entered into the service during August; they, being inexperienced, were unable to make as many sales as those who were longer in the work. This resulted, of course, in reducing the average for all workers. The same reason would account for the drop in hours per worker. Apparently most of the new workers did not devote the same number of hours that those did who are regularly in the field; consequently it meant a reduction in the average number of hours per worker.

MORAL: Be regular in the service, and therefore more capable of glorifying the Lord and receiving richer blessings.

What to Do Now

Offer Set of Six Books

During October and November, with the exception of the week set aside for the special drive with the *Studies in the Scriptures*, a special effort should be made to reach the farmers, who have been busy during the summer and fall with their crops. The harvest is nearly completed now. These people will be receiving returns from their crops and considering plans for their winter comfort and entertainment. We know that any plans that do not take into consideration the Lord and his goodness are worse than useless. Therefore it is the privilege and duty of God's anointed witnesses to do everything possible to awaken the people to a consciousness of their need in this connection. What better way can this be done than by calling upon them and telling them about the Kingdom and placing in their hands the kingdom message. This is the best time of the year to reach the farmer. He has the time to talk to you and to read, and has a general inclination to relax after a strenuous summer. He will have more money at this season of the year than at any other. Specialize on the six-book combination for two-forty-five as your main offer. If conditions are such that the farmer is unable to purchase the six books, of course smaller combinations may be arranged, always keeping in mind that the more of the books you place in the home, the greater the variety of subjects the purchaser has to consider, and the more likely he will be to find one or more that will appeal to him and induce him to investigate the message that the books contain.

(Continued from page 1, column 4)

Furthermore, the fact that the Lord's blessings have so unmistakably been upon the publication and circulation of the *Studies*, and the fact that he has had these printed and placed in the hands of his people to be carried to others, constitute them a real kingdom interest. What is to be done with this kingdom interest which the Lord has given to his people?

Millions of people are suffering from misery, hardship, aches, pains and distress, due to the oppressive organization of the Devil. The market is flooded with literature which contains no truth whatsoever. It is read by the people but gives them no hope, and they know not which way to turn. The *Scripture Studies* contain the kingdom message, which will give them this hope and comfort. The workers meet many people daily who manifest an interest in this message but who feel that they can not afford to purchase the books. Are those people to be left hungry? Rather, the Society has decided to make a special offer to them by cutting in half the selling price for the set of *Studies* for a period of eight days in order that all the people of good will may "partake of the waters of life".

Why, then, should one who really loves the Lord and rejoices in his truth hesitate to sell the *Studies in the Scriptures?* They contain the great fundamental truths of the Bible. They have brought many of those in present truth today to a position where they have learned to love and honor Jehovah. They stand as a testimony to the truth of the Bible statement concerning God's giving to his people an ever-increasing understanding of his purposes. His blessings have so unmistakably been upon their publication and distribution in the past that those which he has placed in the hands of his people now become a real kingdom interest. In view of these points, should there be any doubt of their accomplishing still more good if they are distributed, when Jehovah himself says, in Isaiah 55:11, "So shall my word be that goeth forth out of my mouth: it shall not return unto me void; but it shall accomplish that which I please, and it shall prosper in the thing whereto I sent it"?

Special Report for Nov. 10-17

Your weekly report for this special drive week should cover the entire eight days. Therefore each class director and colporteur will close his weekly report for the week commencing November 4 on Saturday November 9. The special drive week report will commence with Sunday, November 10, and will close Sunday night, November 17. Please follow these instructions carefully. Sharpshooters will kindly send in a special report also (separate from the regular monthly report), covering the sets of *Studies in the Scriptures* they have sold during the special drive week.

IBSA WEEK Report for Aug. 25 to Sept. 2

	Number of workers reporting	Average number of hours per worker	Total books sold	Total 10c booklets sold	Total 5c booklets sold	Total literature sold	Total purchasers	Average number sales per worker
Classes	8,557	8.00	56,916	60,375	28,355	145,646	83,742	9.80
Auxiliary Colporteurs	456	20.44	9,540	6,464	2,417	18,421	8,966	19.68
Sharpshooters	78	10.00	1,405	1,057	397	2,859	1,137	14.60
Total	9,091	9.36	67,861	67,896	31,169	166,926	93,845	9.53
Regular Colporteurs	997	37.86	47,948	29,682	7,114	84,744	34,356	37.86
Grand Total	10,088		115,809	97,578	38,283	251,670	128,201	

44,571 "LIFE" THE THRILL IN IBSA WEEK

Army of 10,088 Sell 19,129 More Books than in May

You're One of These, Aren't You?

Was the past IBSA Week better than the one in May? That's the question that has been in the minds of all those interested in the Kingdom work. Now for the figures.

In the first place, the distribution of 3,500,000 circulars preceded the great chain broadcast over 97 radio stations, and millions listened to the heart-cheering lecture and rejoiced. Then 10,088 messengers of the Lord responded to the call to action and joyfully went forth with the good news, selling an average of 12,868 bound books a day for each of the nine days. This represents an increase of 1,540 workers over the number responding during May. These were thrilled with the new book, *Life*, and with the privilege of offering it to the people. Consequently the people could not but be impressed with their spirit and their message. The totals show that almost 35 percent of all the purchasers bought a copy of *Life*. The workers sold almost 5,000 copies daily of this new book, or a grand total of 44,571 copies for the entire drive.

Now here is an interesting fact. The number of 10c and 5c booklets which were sold decreased from 121,671 and 44,155 during May IBSA Week to 97,578 and 38,283, respectively, during the August drive. This made a decrease in the total literature distributed, which was 251,670, as compared with 262,548 in May. However, the real witness given during the last IBSA Week was far greater; for literature was left in 128,201 homes, as compared with 119,353 during May, or an increase of 8,848. The total number of cloth-bound books sold during the August drive was also far greater than during May, totaling 115,809, as compared with 96,680. Surely the results are gratifying, in that they indicate the real effort which the consecrated have put forth in singing the praises of Jehovah. The average number of hours spent in the work was slightly less for class workers, due to the large increase in the number who participated, but the auxiliary and regular colporteurs took advantage of the added day and increased their time in the field. Wasn't it a happy time?

A Helpful Suggestion

It will be noted that since August 25 all WATCHTOWER chain programs are announced as sponsored by The Watch Tower, instead of by the International Bible Students Association. This emphasis of The Watch Tower during each week's program will serve the double purpose of enabling radio listeners to identify the broadcast when they tune in, and consequently to identify in the mind of the householder called upon by a worker that the books offered are more of the same message. Therefore, always mention The Watch Tower when calling upon the people.

Inventory

The service directors will please see that their inventory is properly made out and forwarded to this office as soon as possible after October 1.

Important to Class Colporteurs

Change Takes Place Oct. 1

Another important change takes place, beginning October 1. From now on there will no longer be a branch known as the class colporteur service. There will be only the pioneer and auxiliary branches.

Those class colporteurs who are putting in twenty-five hours or more a week will be classified as pioneer colporteurs and be given pioneer rates. Those who work less than twenty-five hours a week will be classed as auxiliary colporteurs. Their system of reporting weekly to the Society only will continue.

If there are others who are able to give their full time to the colporteur work, but who, due to some peculiar circumstances, are unable to leave their homes which are in class territory, by making special arrangements with the colporteur department they will be granted the pioneer rates.

It is essential that these arrangements be made in this manner in order to assure the class workers of sufficient territory to keep all busy.

Weekly Reports for 1930

In reviewing the matter of the submitting of weekly reports by directors during 1929, we find that as the year progressed the service directors became more and more appreciative of the need of submitting prompt, regular and accurate weekly reports. At the end of 1929 it is noted that there is but a small minority who have yet to understand and appreciate the need of submitting reports each week, whether or not any sales have been made. For 1930 we have set for ourselves a goal of 100 percent; so this minority will necessarily have to be overcome. It can, and by the Lord's grace, we hope to see it done in 1930.

We wish to strongly emphasize to the directors of 1930 that your cooperation is both requested and needed in order that we may be able to reach the goal mapped out. It's a simple matter, requiring very little time and work, to make out and submit to us each week a report of the activities of your class. The thing resolves itself into a question of HOW much interest a director takes in his work. We find that the directors of the large classes, who have the most reports to gather in from the workers each week, submit weekly reports; it's the directors of the small classes who fail to submit a report regularly. So it's not a matter of amount of work involved, but is just a question of HOW much interest a director has in his work. Let each 1930 director take a personal interest in his work dnring the year, and, if this is done, we are most certain to reach our 100-percent goal. Let's go to it!

This applies also to the regular and auxiliary colporteurs. Let each colporteur take this to heart and really consider this as a kingdom interest.

Canvassers' Slips

These Have Been a Big Help to Many

Many of the friends have found it helpful to use the question slips that the Society publishes. We now have a new one, with questions on the six books, which, we believe, the friends will find helpful in selling the six-book combination. We are now offering these question slips to the classes at $1.00 a thousand, instead of the previous price of $1.50. Due to the fact that the friends have been using so many of these during the past year, we can print them in larger quantities, and therefore at lower cost.

The radio slips have also been reduced to $1.00 a thousand.

(Where extra printing is to be done on these slips, or a different layout is desired, the usual price of $2.00 a thousand will apply, or $1.50 a thousand if ordered in lots of five thousand or more.)

We trust that the friends will take advantage of using the question slips and radio slips in their Kingdom work.

DO YOU HAVE A DIRECTOR?

There are still a number of classes who have not sent in their recommendation for the 1930 service director. If we do not receive these recommendations, or some advice from the class explaining why they are held up, we can only assume that it is the wish of the class to be discontinued as a service organization and remove them from our files.

Pioneers to Receive One Copy of *Watch Tower* from Now On

It has been the custom to send all full-time colporteurs two copies of each issue of *The Watch Tower;* but, from now on, only one copy will be mailed. If a sample copy of any issue is desired, they should make a special request for it. Sample copies of *The Golden Age* will be mailed to pioneers the same as usual.

Meaning of Symbol "jr"

Some question has arisen in the minds of some of the colporteurs and service directors as to the meaning of the symbol "jr", which has appeared on the monthly statements of their book accounts. It stands for the set of all of Brother Rutherford's books. Prior to the publication of *Life* it represented the set of five, but now it represents the set of six. When combinations of less than the six volumes are ordered each book will be recorded separately.

Colporteurs Show Big Results

Time an Interesting Factor Auxiliaries Averaged 20.44 Hours During IBSA Week

47,948 cloth-bound books sold in nine days! That's what 997 pioneer colporteurs reported for the August IBSA Week, which surpasses their total for the May drive by 6,477. During the nine-day period the colporteurs who reported averaged about the same number of hours each day in the actual canvassing; but instead of working eight days, they kept up a steady pace for the entire nine. Therefore the total number of hours for each colporteur averaged 37.86, instead of 32.81. For some reason or other, the number of reports for the August drive fell off to 997, as compared with the 1,040 during May. With 1,218 entered on the active list, we are wondering what happened to the other 221.

The average number of books sold per colporteur during this period was 48.09, as compared with 39.88 during May. Why was this? Can you guess? Yes, it was because of *Life*. Never before has a new book been taken up by the colporteurs as has this one. It shows how desirous they are to follow the Lord's leadings and to carry on the work in his appointed way. During the drive 13,302 copies of *Life*, or an equivalent of almost 28 percent of the total number of volumes, were placed by the pioneers. Enthusiasm for this book has been running high, but it is hoped that the decline in the number of sales of 5- and 6-book combinations which occurred during the drive will be changed to an increase. Many of the colporteurs are writing to us that they are finding it just as easy to sell the entire set of six books as it was to sell the five. We would encourage all to continue to work with the entire set of six, for we really believe that it will not only leave a wider witness for the truth but will also help you to continue in the pioneer work.

The sale of the 10c and 5c booklets dropped from 34,059 and 10,150 during May to 29,682 and 7,114, respectively, during August, but, surprising as it may seem, the total number of purchasers rose from 32,770 to 34,356. This shows conclusively that if one stresses a single book in preference to a combination of booklets, he will sell books. When he talks a larger combination, he sells them. Because of the decrease in the number of 10c and 5c booklets which were sold, the grand total number of pieces of literature placed was less than in May, being 84,744, as compared with 85,680. The witness given, however, was much greater and more effective, on account of the larger number of purchasers and the increased number of bound books placed, and also the greater number of hours given to the proclamation of the message, which totaled 37,756, as compared with 34,127.

The work done by the auxiliary colporteurs was also very gratifying, in that 456 averaged 20.44 hours in the actual canvassing during the nine days, placing a total of 9,540

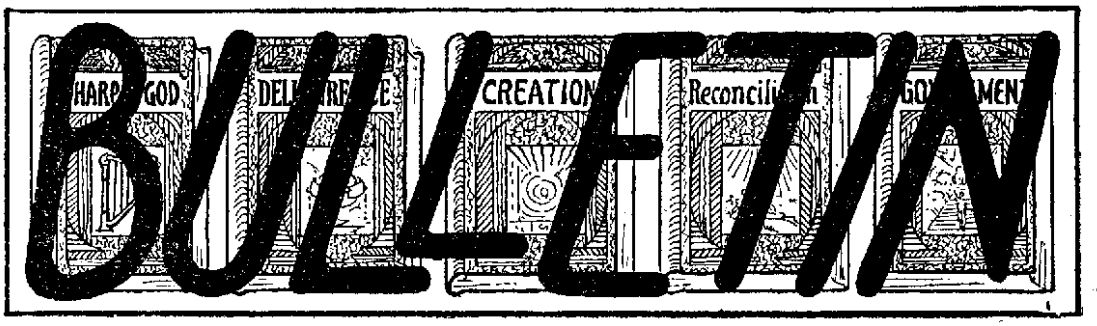
(Continued on this page, column 3)

books, 6,464 10c booklets, and 2,417 5c booklets. As with the regular colporteurs, the total of literature distributed was less than that during May, but the total of bound books was more.

Surely it was a joyful occasion! The new book did put LIFE into the campaign.

WATCH TOWER BIBLE AND TRACT SOCIETY

Classes and Auxiliary for the Year
730,525 Books
1,022,275 Booklets



NOVEMBER
FIRST
NINETEEN
TWENTY-NINE

Colporteurs for the Year
1,184,478 Books
855,616 Booklets

The Result of House-to-House Witnessing 1929

United States	Harp	Deliverance	Creation	Reconciliation	Government	Life	Volumes of Studies	Misc. Books	Total Books	10c Booklets	5c Booklets	Total Literature	Total Obtainers	Total Hours	Average Number Workers
Classes	116,675	82,573	100,730	76,961	97,747	57,980	7,350	32,410	572,426	864,562	1,485,447	2,922,435	1,964,727	843,552	3,900
Auxiliary	31,045	24,283	29,526	24,088	26,719	8,601	3,269	10,568	158,099	157,713	172,029	487,841	220,017	179,496	409
Total Classes and Auxiliary	147,720	106,856	130,256	101,049	124,466	66,581	10,619	42,978	730,525	1,022,275	1,657,476	3,410,276	2,184,744	1,023,048	4,309
Pioneers	237,176	223,593	241,029	177,666	202,280	47,776	17,416	37,542	1,184,478	855,616	393,522	2,433,616	957,674	910,356	834
Grand Total	384,896	330,449	371,285	278,715	326,746	114,357	28,035	80,520	1,915,003	1,877,891	2,050,998	5,843,892	3,142,418	1,933,401	5,143

1930 Territory Reports

Colporteurs to Cooperate with Class Directors

On account of some of the service directors' not knowing in advance about the information which would be called for in their annual territory report to the Society, they failed to keep a complete record of the class activities during the past year. When the report was requested they were unable to furnish the complete data. In order to safeguard against a recurrence of this situation, directors and colporteurs are asked to read and follow carefully the following instructions:

Directors, or their duly appointed assistants, are to keep a record of the books placed in EACH town assigned to the class, books placed in rural territory to be incorporated under the town from which the rural routes emanate. The information required to be kept for EACH town will be the SAME as required from week to week on the weekly class report card; in other words, not only the books and booklets placed as appearing on the report card, but also the hours canvassed, obtainers, etc.

In addition to keeping a record of the work done by the class workers in EACH town assigned to the class, as stated above, the same information is to be kept of the work done by any colporteurs, auxiliary or pioneer, who may be working in the class territory. In this latter case, the colporteurs are requested to cooperate. To properly do so, each colporteur working in class territory is to give the director a full report of the books placed, hours canvassed, etc., in EACH assignment received from the service director as soon as each assignment has been completed, and at the end of the year on any uncompleted territory.

This means, therefore, that a record is to be kept of all books placed in EACH town of the class assignment, whether the books were placed by class workers, colporteurs, or visiting class workers. In this way the director can furnish the Service Department with a complete record of the witness given during the year in EACH town of the class assignment.

ISN'T IT WONDERFUL!

INTEREST RUNS HIGH

for "Scripture Studies" Special

Do You Have Your Supply of Sets?

"Thy people shall be willing in the day of thy power."—Ps. 110:3.

Letters and orders for sets of *Scripture Studies* are pouring in from the friends, classes and colporteurs, indicating the burning zeal of the truly consecrated and the willingness of the Lord's people to have an active part in the *Scripture Studies* Special Week.

Some have hesitated a bit, until they have realized that the putting out of the *Scripture Studies* at this time is really a kingdom interest committed into their hands. As they have come to recognize it as such from all parts of the country letters like the following are being received, indicating that enthusiasm for this special week is running high:

In asking for a speaker from Bethel for this week, a service director in Connecticut writes: "May I also say on behalf of the B—— friends that we are going to make an effort such as never before to exalt His name. It is these drives that encourage us to carry on and stir us up in a way that no other way would. May the Lord bless your efforts in strengthening the brethren."

From Illinois a colporteur writes: "I am looking forward to having a part in the *Scripture Studies* drive November 10-17. Will order 7 sets." From South Dakota comes this word: "We think the drive with the *Studies in the Scriptures* a good plan and will put forth our best effort in placing them."

One colporteur in Arkansas has been telling those who have bought some of the other books about the special offer for this one week only, and writes: "I ordered a box of 7 sets, and I have 4 sets engaged in advance. . . . I feel encouraged in this work. I had feared I wouldn't be able to place them, owing to the hatred of our dear pastor's name, but I have talked of them everywhere I have gone, and have been rewarded. . ." She then relates her experience with one man who had previously obtained Brother Rutherford's five books and to whom she was offering *Life*. He was much interested in what he had read, and finally decided to take it. "I then told him of the *Scripture Studies* and showed him the picture of them and the offer for the one week only. He said, 'When the time comes, bring them here to my office and I'll take them.' A young lady in the office heard me talking to him. When I got up to go she asked me to bring her a set of them also. She has Brother Rutherford's books and has enjoyed them also."

This letter offers a suggestion to other colporteurs and workers which might be used to advantage in making advance preparations for this special week.

From Louisiana the report is received, "I expect to do my part in the drive for the *Studies in the Scriptures*."

Mississippi also has those who are willing in the day of his power, as this letter indicates: "Am indeed glad of the opportunity to participate in the drive November 10 to 17."

A colporteur brother who has been in the work for years signifies his purpose to cooperate, writing us, "I shall likely be in New Orleans for the *Scripture Studies* drive and work at the shipping points." This spirit of willing cooperation is one of the reasons he has been able to keep in the pioneer work so long.

Surely the Lord correctly described the spirit which would be manifest at this end of the age by those whose one big desire is to serve him and honor his name.

Do you have your supply of sets for the big week? If not, place your order now so that they will reach you in time. All depots, as well as Brooklyn, are carrying an ample stock from which to fill all orders.

Interesting Letter Received

Rejoices in Cooperating in "Studies" Special Week

DEAR BRETHREN:

I want to take a few moments of your valuable time to tell you how much I appreciate the arrangement outlined in the October *Bulletin* for lifting up a standard for the people, by the special drive with the *Studies in the Scriptures*, November 10 to 17. I believe, with you, that there are a great many people who are blinded by the adversary and to whom the presentation of the Truth in the "Volumes" will appeal and be a great blessing.

I rejoice in the blessed privilege of having a part in this drive. It is a great privilege and blessing from the Lord to see his organization clearly, and our part therein. As is often the case, there are murmurings against the *Studies* drive. I hear them, and undoubtedly you do also. To my mind, those who take such a position do not clearly discern their proper position in the

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COLPORTEURS JUMP FROM 224,345 TO 1,184,478 BOOKS IN TWO YEARS' TIME

Work Increases 101 Percent Over Last Year

During the year beginning October 1, 1926, to September 30, 1927, a little band of full-time colporteurs worked hard all year to place 224,345 cloth-bound books. Then the spirit of the Lord stirred up the zeal of others, for his time had come for a far greater witness to be given to the honor of his name. The colporteur list began to grow. The following year's report indicated an increase of 162 percent in the total number of bound volumes placed. During that twelve-month period an average of 444 regular colporteurs reported weekly and placed 588,662 cloth-bound books. The increase was amazing. Would it continue? Some may have said, 'No, the zeal of the friends is merely spasmodic and the next year will show a reaction.' Now the time has come to give you the report of what did happen. Not only have the colporteurs equaled last year's high peak, but they have actually surpassed it. Instead of there being a decline, the average enrolment during the year 1928-1929 has grown to 1,132, and the average number to report weekly has increased 90 percent, or to 834. These have placed 101 percent more bound volumes in the hands of the people than they did during last year. Think of it! Within two years' time the average number of full-time colporteurs in the field each week has increased from 227 to 834; and the total bound books placed, from 224,345 to 1,184,478! It is almost unbelievable, but it is the truth, nevertheless. But that isn't all. In fact, besides placing over a million cloth-bound books during the past twelve months, they have disposed of 855,616 10¢ booklets and 393,522 5¢ booklets, or a grand total of 2,433,616 pieces of literature.

A total of 957,674 different families have been made glad by this literature which has been placed in their homes; and many more have received the witness at their doors without response, as the total number of hours spent in the actual canvassing indicates. This was 910,356. It would have taken one man almost 208 years, working 365 days a year and 12 hours a day, to accomplish this. Surely the Lord's time has come for the witness to be given that he is God.

Throughout the year these colporteurs have averaged 20.98 hours a week in the actual canvassing. We are glad to report that during the past few months there has been an improvement in this weekly average, and it is hoped that during the next year the pioneer colporteurs will show a marked improvement. It is because we desire to see the pioneers continue in the service that we try to encourage them to give more time in the field work. An average of 25 hours weekly should be the minimum, and, to really make a success of the work, much more time than this should be given. One would hardly expect to hold a secular position very long by giving this amount of time. Surely the Lord's work is far more important than merely working for one's daily bread. Full time in the work is still the pioneer requirement.

Of the 910,356 obtainers, 324,636 took one cloth-bound book, 74,431 two books, 25,962 three books, 10,297 four books, 109,038 five books, and 7,786 six books. Thus it is seen that of the combination offers, the five books proved to be the most popular.

All colporteurs reporting weekly placed an average of 1,420 books, 1,026 10¢ booklets, and 471 5¢ booklets during the year, to 1,148 different people.

Truly it was a wonderful year for the regular colporteurs. Never have they left such a wide witness for the truth nor covered so much territory. While the quota of 1,400,000 books and 1,600,000 booklets was not reached, that which was accomplished was truly remarkable. With the new system of reports now being kept, it is hoped that a more accurate basis upon which to figure the estimates will enable the colporteurs to make their next year's quota.

Auxiliary Colporteur Work

Shows Big Increase for 1929 Nears Half-Million Mark

Seven years ago the Society announced the opening of a new branch of the service for those who could give at least ten hours a week to the colporteur work. This was called the auxiliary colporteur service. The report at the end of that year indicated that the average number to have their names on this list each month during the year was 194. The years that followed showed an increased interest in this work until the peak year of 1924 was reached, at which time the average enrolment was 364. Then there was a slight decline until the beginning of 1928 when many of the anointed became more appreciative of their privileges of serving Jehovah. The enrolment during that year jumped to an average of 515 for each month. Of this number who have had their names on the active list, not all, however, have reported regularly, each week. As a matter of fact, during the year 1928 the average number to report each week was only 263; and during the year just closed, 409. This represents an increase of 55.3 percent over last year's record. Isn't that encourging? We know it is, especially to those who have enjoyed the blessings received from the increased opportunity of service which this means.

A comparison of the number of books placed is equally encouraging. In 1928 the total number of books placed by the auxiliaries was 108,708 During 1929, this figure was increased to 158,099, or by 45.4 percent. This is the first year that a record has been kept of the number of booklets which have been placed; so there is no basis for a comparison. However, the present results show that, in addition to the books, you placed 157,713 10¢ booklets and 172,029 *Peoples' Friend* booklets, or a grand total of 487,841 different pieces of literature. This is almost a half-million pieces of literature which have been left in the homes of 220,017 different obtainers. Of this number, 65,802 secured at least one cloth-bound book, 6,475 two books, 2,477 three books, 1,607 four books, 12,326 five books, and 643 six books.

The average number reporting weekly failed to come up to the time requirement set for this branch of the work, averaging only 8.45 hours a week in the actual canvassing; but it is hoped that the new arrangement, permitting the auxiliaries to count their Sunday time, will enable them to maintain the average of 12 hours during this coming year.

During the past year those reporting weekly placed an average of 387 books, 386 10¢ booklets, and 421 5¢ booklets, with 538 people.

Chain Broadcast Prepares Field

Note the *Watch Tower* Suggestion

The uniformity in the activity of the classes throughout the country has been a great incentive to the weak and timid workers and has done much to encourage them, greatly contributing to the wonderful witness given during the past year. There are very few organized classes in the country now that are not in the field at ten o'clock every Sunday morning. The chain hook-up causes the Lord's message to penetrate the walls and prepare the people to receive the Lord's witnesses. The large number of brethren who have reported to this office the favorable reception they have received at the different homes during the time the radio programs are being broadcast is an indication that this is the ideal time to call upon the people. The Lord seems to bless this united action of the radio service and field service lifting up the voice and with the voice together singing the praises of Jehovah and witnessing to the people regarding the establishment of his kingdom, as well as declaring the judgments written against the Devil's organization.

If the suggestion is followed as published recently in *The Watch Tower*, to discontinue the local radio work in territory served by and accessible to the chain hook-up, and all ecclesias concentrate their resources in putting on the chain, we believe that this uniform method of attack will be much more effective than the present arrangement. It will release a number of the friends who at present have to devote a certain amount of time to radio activity and will enable them to enter the field. It will facilitate arrangement for a definite time to commence the proclamation by radio and in the field, and thus, going forth as a unit, the Lord's army will be irresistible. The Lord, through his prophets of old, particularly in Isaiah 53 and Joshua 7, seems to suggest that this method of attack is intended for this time. Therefore we suggest that all classes, in every language, arrange to cancel all services prior to four o'clock in the afternoon on Sunday and be in the field at ten o'clock ready to commence with those of like precious faith throughout the North American continent.

CAMPAIGN AFTER SET DRIVE

Six-Book Combination to Be Pushed

After the November 10 to 17 drive with the *Studies in the Scriptures*, which will then revert to their original cost of $2.50, every class should return immediately to pushing the campaign with the six-book combination in the rural sections before the extreme weather sets in and makes it very difficult to reach the farmers. There is no question that this is the most desirable time to do this part of our work. This work should commence immediately, and should continue as long as possible, at least until Christmas, so that a thorough witness may be given in the rural sections before the winter sets in. In some cases this is going to mean inconvenience from cold weather and probably some snow. But we are faced with that inconvenience throughout the winter in the various secular pursuits in which some are engaged. Surely if we can endure such inconvenience to carry out our responsibility along a secular line, we should be willing to endure far more to carry out our commission from the Lord. There is a tendency on the part of some of the friends in different sections to feel that because the weather has turned a little cold, and, as a result, the work becomes less convenient, they should cease activity until the warm weather returns. However, when we realize the importance of the commission that the Lord has given his people, and the great privilege of being associated in that work, there is no possible inconvenience sufficiently great to cause us to slack our hands at this time. Therefore, from the standpoint of witnessing to the glory of the Lord, let us make this the best and most effective winter of all in which we have thus far been privileged to participate.

Let the service director and his committee plan the work carefully, seeing that the roads that are inaccessible during the later months are worked as soon as possible, and the roads that are generally kept open during the winter are left for

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CLASS ACTIVITIES SURPASS ALL RECORDS

Over 4,000 Workers in Field Weekly

Message Placed in 2,184,744 Homes

The complete report for the class activities for the past year is something that will bring great joy to the hearts of those who were privileged by the Lord's grace to have a part therein. In every branch of activity it exceeded our expectations. While some features of the quota have come short, it has been more than made up by activities along other lines that were not included in the original quota. Thus from the standpoint of the distribution of the message the year's work was an entire success.

In the *Bulletin* the local activities are dealt with each month, and in this issue a summary of the year's activities throughout the country is submitted. During the past year the kingdom message was placed in 2,184,744 homes by class workers, auxiliary colporteurs and sharpshooters. Allowing an average of five people to a home, that means that the kingdom message was made accessible to almost 11,000,000 people in the United States as a result of your activity during the past year. Surely this is a marvelous witness, the greatest that has ever been given by the classes of this country; and undoubtedly it is the Lord's doing. In the 2,184,744 homes you placed 3,410,276 different pieces of literature, or 1½ pieces for each home. By "different pieces of literature" we mean either a book, a booklet, or a *Peoples' Friend*. When we compare this with the fact that there are 13,000,000 homes set apart for the classes in the United States to be witnessed to each year, it indicates that about one-sixth of the homes accepted some portion of the kingdom message during the past year. This is the greatest record that has yet been made.

As time goes on many more people will come to realize their need of more knowledge of God's kingdom and the blessing it will bring to them, so that the work of the coming year should even exceed that of the past year. Those who have received some of the literature will be anxious to get more, and their friends, who undoubtedly will hear about it, will be prepared to receive some of the literature. Therefore our prospects for 1930 are very encouraging indeed.

Viewed from one standpoint we did not reach the quota of 900,000 bound books and 1,400,000 ten-cent booklets that we set for ourselves last fall, having placed only 730,525 bound books and 1,022,275 booklets; but in addition to this we placed 1,057,476 *Peoples' Friend* during the year, which were not considered in the quota. This more than offsets the shortage in books and booklets, which was less than a half-million pieces. The quota of workers for last year was exceeded. The quota was an average of 4,000 workers a week, and we had an average of 4,309 in the field weekly. The quota of hours set was an average of four hours a worker each week, and we reached an average of 4.5 hours a worker. Taken as a whole, therefore, these figures indicate that those friends who participated in the work during the past year have a keener appreciation of their privileges and are therefore more consistent and regular in the work, and spending more time in the service; and as a result the Lord has blessed them by permitting them to give a greater witness than ever before. We might say in this connection that the peak of number of workers dropped 400 from the peak of 1928, showing that there are fewer actual workers in the service, but, despite this circumstance, the Lord gave a greater witness than ever before. This in itself proves that it is the spirit of Jehovah upon his people that is doing the work; that Jehovah is not dependent upon human agencies, and uses them only as they are wholly devoted to him.

Unite Efforts

In connection with a united drive on the Devil's organization in the large cities, where there are a number of classes speaking different languages, it might be well to have a "get-together" meeting on a Sunday every month or so, all participating in the drive in their own territory from ten until two or three o'clock, and then assembling for testimony and refreshments, in this way stimulating and encouraging one another; for in the final analysis God's anointed are all one people with one common objective; that of glorifying the Lord. While the brethren speaking the different languages can more effectively serve people speaking that language, and for that reason should organize separately, they should not lose sight of the fact that they are all a part of the servant of Jehovah, with one common commission which all are responsible for fulfilling. They should therefore meet periodically, check up the territory covered, and see how the work is progressing amongst them and cooperate more effectively in carrying out our commission.

We hope that all classes will follow the practice of starting in the field service regularly every Sunday morning at ten o'clock, so that this united drive on the Devil's organization may be prosecuted with force and enthusiasm.

Directors' Change in Address

The Service Department of this office should be immediately advised of all changes in the address of service directors. A SEPARATE letter concerning changes in address should be addressed to this department. A notification ONLY to the Watch Tower or Golden Age department does not reach the Service Department; and, therefore, mail sent to the directors regarding service matters is frequently delayed on this account. Directors will always be certain to receive their service mail promptly if they follow this suggestion.

Colporteur Reports

As stated in the "Announcement" in the October *Bulletin*, auxiliaries are to make out but one weekly report card henceforth and to send it direct to this office. NO colporteur report is to be included in the weekly report of the class. However, each auxiliary colporteur working in class territory is to turn over to the service director a complete and accurate report of the work done in each assignment received from the class, when so completed. The information to be given for EACH district assigned is the same as appearing on the weekly report card, namely, cloth books listed, booklets, hours canvassing, combinations, etc. The auxiliary does not make out any yearly report; his yearly report data is that which he turns over to the service director in whose territory he canvasses. This same rule likewise applies to pioneers working in class territory.

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Lord's arrangement. The Lord places the members in the body as it pleases him. When the Society, established by and used of the Lord, determines upon a policy or course of action, every one who is a part of the Society must of necessity recognize that he is then bound by that policy and charged with the responsibility of carrying it to a successful conclusion. When the Lord definitely states that he places the members in the body as it pleases him, then he, and he alone, is responsible for its policy. I am convinced that he is behind his organization; therefore I rejoice to have a part in it.

I have canvassed for the *Studies* for the past fourteen years and have never known of any one to whom they have not proved to be a blessing.

Why any should take themselves so seriously as to practically say to the Lord that that which he provided for his people during the Elijah period is now unfit for food, is beyond me; and I trust that, by the Lord's grace, I may never get into a position where I would criticize him or his arrangements as his people of old did, with such terrible consequence to themselves. "To obey is better than sacrifice."

Your brother in the hope of the Kingdom,

T. S——*Massachusetts.*

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a later date. By thus carefully planning the work, the most inaccessible parts of the assignment will be worked under the most favorable conditions and the main roads and cities be left for the extreme winter, when the other parts can not be reached. All the friends in the class should try to cooperate with the service committee to the fullest extent in carrying out this campaign. If the service committee should require fifteen workers to clean up a certain part of the territory before winter sets in, and only five respond for this part of the work and the other ten insist upon working somewhere else, it means that only one-third of the work that should be done can be accomplished before the winter sets in and makes the territory inaccessible. Therefore real cooperation is necessary to see that the different features of the campaign are successfully carried out.

An Ideal Provision

Rural Work Can Be Done During Fall Months on Week-Days

Undoubtedly every one who can is anxious to be out in the country during this ideal fall weather. Where the privilege of serving the Lord and witnessing to the Kingdom may be combined with healthy and beneficial recreation, those who take advantage of such opportunities receive a double blessing. Housewives and mothers who find it difficult to get very far from home because of their household responsibilities may, in many cases, be able to take advantage of these privileges, because in many cities there are arrangements to look after the small children in the schools during the noon hour. The schools provide lunches and supervise the recreation of the children when it is necessary for the mother to be away for business reasons or where the children live so far from the school that it is dangerous and impracticable for them to go home for lunch. We are advised that the care taken of the children during this period is exceptionally good.

It would be within the rights of any mother who is engaged in business to avail herself of this provision during the time, or on the days, that she is thus occupied. The Lord's business is the most important business on earth; and surely if parents avail themselves of this arrangement in order to take care of secular matters, the Lord's people who have a commission from him to be diligent proclaiming his kingdom will be glad to take advantage of it also.

In order to get permission to leave their children in the care of the school, it is necessary for the parents to make application to the school board or principal and state specifically the days they wish to do so. We understand that the cost of the meals runs from about 15c to 25c a day. On account of prejudice, probably, the school board may not consider the proclaiming of God's kingdom a sufficient reason for giving permission to leave children in the care of the school. However, there is no reason why the school board should be informed of the nature of the business which makes it necessary for the mother to be away from home. On those days when you intend to take part in the house-to-house work, all that is necessary is to state that you will be engaged in business and therefore desire to take advantage of the school's arrangement for looking after your child, or children, as the case may be.

We would recommend that the director arrange to get information as to whether there is such provision in your city, and if so, to instruct those who wish to make application for the privilege, or have some competent brother or sister do so.

Do the People Know You and Your Message?

If You Covered the Territory Eight Times They Soon Would

It Makes Our Books Popular *Harp* Is the Leader

During the past year more territory has been covered in the United States than ever before. Pioneer colporteurs have been working in many counties which have heretofore never been canvassed, and the classes and colporteurs have been working in many remote rural sections.

On account of this some are inclined to say, 'Well, now that we have canvassed our territory there is nothing more for us to do.' But is such an attitude pleasing to the Lord? When the Lord sent Moses to Pharoah he did not tell him to go only once, but had him return time after time. Moses did not stop until the Lord's time had come for him to lead the people out of Egypt. Likewise Noah preached concerning the coming flood, year after year. So at this end of the age, once over a territory would not indicate that there is nothing more to be done. The Lord desires his anointed at this time to continue in this work, even though it be to cover the same territory many times each year, until his due time to do his mighty act.

When you stop to consider the matter, territory should not be considered as thoroughly canvassed until it has been gone over at least eight times a year. Why? Well, perhaps the first time you call, no one is at home. The second time, the lady of the house has just had a quarrel with her husband or the milkman and feels too grumpy to listen to you. The third time she has a cake in the oven and has not time to listen. The fourth time she has on her hat and coat and is just going out. The fifth time, as you are talking to her, the baby starts crying or the telephone rings and detracts her attention. The sixth time she has been prejudiced by her preacher, listens to what you say, but will not respond. The seventh time she becomes more interested but her husband is out of work and she doesn't consider the books of sufficient importance to deny herself other things. Finally, the eighth time, you have the opportunity to talk to her when she is in a receptive attitude, and takes the books.

'But,' you say, 'suppose that the first one who calls leaves the books, then what about the other seven calls which are made?'

Much good can be done by all seven. As our mission is to educate the people concerning God's purposes, a word of encouragement can be given to get her to read the book she has. Figures show that while the five-book combination was the most popular in the combinations distributed during the past year, yet the majority were single book distributions. Hence, those who obtain one, two, three or four books can be encouraged to read those they have and to complete their sets.

If it were true that books can not be placed in territory which is recanvassed, then *The Harp*, which the friends have been offering to the people during the past eight years, would be at the bottom of the list in the total number placed. But this year's report shows that, instead of being at the bottom of the list, it is actually at the top, leading with a total of 384,896, and *Creation* coming second with 371,285. 'But,' you say, 'this must be because of the large number of pioneers who have been in territory which has not been canvassed heretofore.' The fact is, however, that this is not the case. With the pioneers, *Creation* led with 241,029, and *The Harp* came second with 237,176: On the other hand, in class territory which has been worked repeatedly the auxiliary colporteurs show *The Harp* leading with 31,045, and *Creation* second with 29,526; and the classes reported *The Harp* leading with 147,720, and *Creation* second with 130,256. In other words, in territory which is canvassed and recanvassed, the demand for the literature is stimulated rather than diminished. One person takes a book, reads it, likes it, and tells his neighbor about it. If he does not read it, it is then time for some one to call on him and encourage him to do so.

Let us remember that we are not book agents, but witnesses for Jehovah to educate the people concerning the fact that he is God.

In this connection, we urge the friends to work all territory as thoroughly as possible each time they go over it. Why? Experience has shown that if at the first time over a territory it is only partly worked and a few books left with a few different people, the second one who calls is likely to find a great deal of prejudice. After the first worker leaves the territory the preachers soon learn of his activity. So few having received the message, the prejudice which is aroused frightens them into silence, if they have read the books, or into not reading them at all. If the territory has been worked thoroughly the books will have been left in the hands of more people, and more will have come to see whose representatives this class really are. The people are more likely to come out with favorable comments which will help to break down the opposition. Each time around, the eyes of more and more are opened to the real issue. Little by little the prejudice is broken down until, finally, certain sections which were first considered as very difficult territory become fertile fields in which to sow the seeds of truth. When the workers get into a prejudiced section, they should try to remember that even though their success may be small this time, it is their privilege to prepare the field for the next one who calls. When the work is thus considered, it becomes a real privilege to serve in this kind of territory as well as where the people listen to you gladly.

Place Name and Address on All Orders and Letters

Frequently, letters, orders for books, etc., are received which do not bear the writer's name and complete address. Try to cultivate the habit of writing at the TOP of all correspondence your name and the address to which you wish to have us address you. If you omit your local street address or post office box number, we presume that you wish to have books sent in care of general delivery. Some wonder why they don't hear from us, and find later that letters and orders for books have been waiting for them to call at the post office and depot, because of this omission.

Requirements for the Pioneer Work in Class Territory

Some of the friends have misunderstood the article which appeared in the October *Bulletin* regarding the pioneer colporteur requirements. Full time in the work is still the requirement for pioneers; but the import of that article was that if one is unable to give at least 25 hours a week to this work, then he would come under the auxiliary colporteur classification. By full time is meant that one is not dividing his time between secular employment and the Lord's service. Those who desire to do this should enroll in the auxiliary branch of the service, as the pioneer service has been arranged to make it possible for one to give his entire time in honoring the name of Jehovah. Of course, it is a privilege to give more than 25 hours in the canvassing; in fact, it would seem almost essential that one should do so if he desires to remain in this work. For those who can give their full time to the colporteur work but who are unable to leave their homes for isolated sections, arrangements should be made with the colporteur department to permit them to work in conjunction with their local ecclesia.

Territory Arrangement

Where There Are Several Classes in the Same Assignment

To avoid confusion and needless reworking of territory where an English class and one and more classes speaking other languages are organized for service in the same assignment, it is necessary to so adjust the local territory that each organized class may have a different, yet definite, assignment to work. The order of arrangement to be followed in such a case is this:

All territory assignments are to be received through the English service director, the English-speaking director receiving his class assignment direct from the Society. It will be the duty of the English director to assign to each organized class in his territory assignment such territory as can be adequately covered by that class. Once the territory is so assigned to a class, the supervision and responsibility of seeing that it is worked no longer rests upon the English director, but will then rest solely upon the class to whom it is assigned. Whenever additional territory is needed, or whenever a reduction is found necessary, such adjustments are to be made through the English director.

Please Work Your Own Territory

Not Somebody Else's

Some of the friends, in their zeal for the Kingdom, have failed to recognize the importance of carrying on their work in an orderly manner. They have picked up their bag of books, saying, 'I guess I'll call on the people of this town or rural section. I don't believe any one has ever been here.' They work the territory thoroughly, have a good time, and come home satisfied. The next week a colporteur who has been duly assigned to work that territory arrives, only to find that some one has just preceded him. The Society, acting upon the information at hand, has informed him that the territory has not been worked for some time and is in need of the witness. Consequently he has made a long and expensive trip to get there, instead of to some other territory where there is no one to witness to the people.

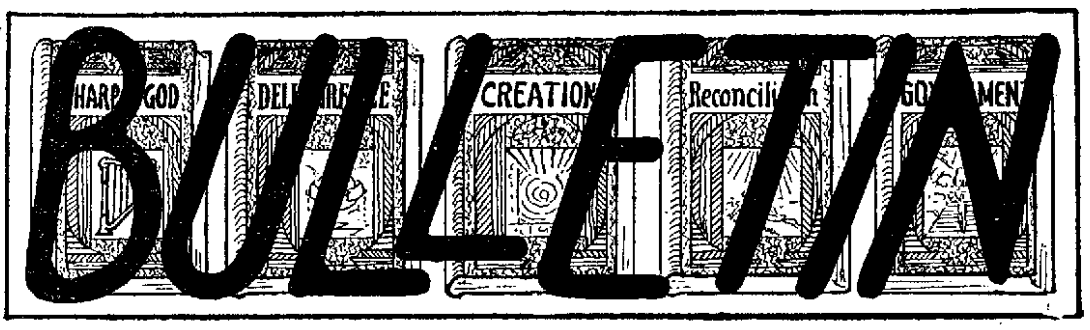
The following is a sample of the letters we receive from time to time. A pioneer writes us, "We find that this section was covered about two weeks ago, and also about two months ago, as well as last spring, as stated on the assignment. The assignment also states that only the business section was covered last spring, whereas we find that everywhere we have been it has been covered. Brother ——— told us that he had worked a part besides the business sections (to which he was assigned) and that he had worked one of the main roads from here. Brother and Sister ——— of the ——— class told us when we passed through there that they worked here in the summer, and we are also told that other workers were here."

All, of course, rejoice in seeing so thorough a witness given, but how much better it would have been if the friends who desired to work in this territory had first obtained assignment of it from this office and, upon its completion, had made a report to us as to just what had been done. With this information at hand, we should have been able to suggest to this colporteur that, instead of his making a long and expensive trip to this territory, he might spend his time, strength, and money to a better advantage in reaching a section of the country that had not been so recently covered.

Our correspondence indicates that some classes have not been observing their territory boundaries and that some colporteurs have thought it is their privilege to work wherever they please. Consequently, from time to time these misunderstandings and confusions arise, sometimes resulting in a real hardship to colporteurs. If all the friends cooperate, a more thorough and orderly witness can be given throughout the entire country. In the interest of the Lord's work as a whole, and your brother or sister in particular, let each worker be sure that he works in territory that has been duly assigned by the Society or, if he be with a class, by the class service organization.

WATCH TOWER BIBLE AND TRACT SOCIETY

Classes and Sharpshooters to Date 48,922 Books 89,492 Booklets



DECEMBER FIRST NINETEEN TWENTY-NINE

Pioneer and Auxiliary Colporteurs to Date 102,074 Books 83,258 Booklets

5,500,000 QUOTA FOR 6,000 WORKERS

Half of This to Be Books, and Half Booklets

844,997 More Books than Were Placed Last Year

Plan for the Year's Work to Be Published Soon in Special *Bulletin*

We suppose you are all anxiously looking forward to what the quota will be for the year 1930. The Lord has so wonderfully blessed last year's work in the distribution of the books and booklets among the people of the earth that we are convinced he will have his truth go forth this new year as never before. And so certain plans and arrangements are being made by the Society for the coming year, so that an even greater amount of literature may be distributed to give the witness of the Kingdom. This is the biggest thing we have to do, and the Lord has blessed your efforts in taking this Kingdom message to the people, and he has greater blessings in store for you now.

First of all we will consider the quota for workers. Last year we had an average of 4,309 class workers in the field. Of course, this included the auxiliary colporteur workers, but as you know, during the coming year, the auxiliaries will report separately and so they will have a separate qnota. Taking into consideration that all the foreign-speaking classes are now included with the English-speakiug workers, and including the sharpshooters, we believe we can keep our quota of workers for 1930 the same as for 1929, namely, 4,000 workers witnessing weekly.

During the year we anticipate an increase in the auxiliary field. Last year, at its best, there were 752 brethren enrolled in the auxiliary branch of the work; but we believe there are many more than this who can find twelve hours a week to use in the house-to-house witnessing. This is one field of the service which every one should investigate at this time, and it may be possible that you can so arrange your work that we can raise the mark for 1930 even above that for 1929. We are setting our quota, then, at 800 auxiliary colporteurs. We believe that by the Lord's grace we can reach this quota, and this field will be greatly enlarged and the workers enriched with the Kingdom interests. It is the Lord who takes the talents (Kingdom interests) from the unfaithful and gives them to those who prove their devotion to him. We believe there are many in the classes who are given more talents.

The average number of pioneer colporteurs enrolled during the past year was 1,132. The average number reporting was 834. We believe that, with a consistent effort on the part of those class workers who can see their way clear to engage in the pioneer work, we can set a quota of 1,200 pioneer colporteurs for 1930. There are, no doubt, many of the auxiliary colporteurs who will be able to start in the pioneer work in early spring, and there are also many class workers and ex-pioneers who will want to be in the front ranks of the battle. Full-time service brings all-time joy.

This means, then, that we anticipate 4,000 class workers, 800 auxiliary colporteurs, and 1,200 pioneer colporteurs, or a total of 6,000 engaging iu the field service during the next year. Can we do it? We'll try.

Now, how many books and booklets do you expect can be placed by these 6,000 workers in the field? Our estimate is based upon the actual work done last year by the class workers; and by removing the auxiliaries and what they placed, we have arrived at the following conclusion. But before giving you these figures, we want to remind you that in a very short while the Society will be publishing a special *Bulletin* that will give you in detail the reasons and the argument why more books can be placed in the hands of the people this coming year than last. This special *Bulletin* we hope to get ont during the month of December, and we believe that it will greatly rejoice the hearts of the anointed.

At this time we want to show that the amount of books and booklets worked up in our quota is really possible for every one. First, we will consider the class workers. During this coming year we shall have seven books, as has been announced in *The Watch Tower*, which will include *Prophecy*. If each class worker places one seven-book combination a month, that will mean twelve combinations a year per worker, which is equal to 84 books. In addition to these twelve combinations, each worker should be able to place four three-book combinations, equal to 12 books, five two-book combinations, equal to 10 books, and 85 single volumes during the year. Totaling this we find that it is equal to 191 cloth-bound books per worker a year. If we average our 4,000 workers throughout the year, this will mean 764,000 cloth-bound books. Putting our figures in round numbers, we set the quota at 750,000. In addition to the cloth-bound books, we have set a quota of 1,250,000

(Continued on page 2, column 1)

Planning Your Work for the Winter

6 Books for December and January

Prophecy Drive at the End of January

As the Lord's lightnings illuminate the pathway of his anointed, it becomes more and more evident that the big, outstanding feature of the divine purposes is *the Kingdom*, through which the name of Jehovah will be exalted and his purposes for ever established in the minds and hearts of all his creatures.

There was a time when we thought all house-to-house witnessing was limited to colporteurs. Gradually we came to appreciate that the pouring-out of his spirit upon all flesh meant that all of God's anointed were to be his witnesses. Then, as classes, we gradually organized for service; but our activities were limited to the summer months in the North, West, aud East, and to the winter in the South during the early part of the year. Now the importance of *the Kingdom* and of the commission which we have received makes it very evident that seasonal activity alone will not merit the Lord's approval. Undoubtedly, weather conditions make it harder in the North in the winter, and in the South in the summer; but if the honor of God's name and the establishment of his Kingdom is not of such paramount importance in our estimation as to induce us to inconvenience ourselves a whole lot, we do not have the proper perspective of our commission. It has been truly said, "What costs nothing manifests nothing." Wintry and rainy weather has its advantages too, in that it keeps the people at home and we gain an entrance into homes; which is very important in our work.

In all sections of the country those engaged in worldly pursuits have to keep going twelve months a year. Surely the honor of our God and his kingdom is of more importance than any world pursuit could possibly be. Jesus said, "Seek ye FIRST the kingdom of God and his righteousness." Therefore instead of ceasing activity from December 1 or 15 until April 15 or May 1, as has been the habit of almost fifty percent of the class workers and a large number of colporteurs, let each one carefully plan his winter's work so that each class worker will have at least four hours a week for the Kingdom witness and the honor of Jehovah's name. There is plenty of territory in the cities for colporteurs and class workers, where street car service or buses are always available.

The service committee must take the lead in the winter campaign by carefully analyzing the territory and picking out such portions as can be worked with the least inconvenience during the winter. Apartment houses, apartments over stores, business sections, and homes where there are protective porches and vestibules: all of these places can be worked to an advantage in any kind of weather. Discuss the problems freely in the service meetings. All wisdom does not necessarily reside in the service committee, and the other workers who are continually faced with these problems should be given an opportunity to recommend ways and means for solving them.

Plan your territory for the six-book (jr) campaign during the month of December and the first twenty-four days of January.

The *Prophecy* drive should be very carefully arranged for and planned. The territory to be canvassed for this book should be portions where good results were obtained with the six-book combination. All who have the six books will want to complete their set. Those who could not afford to take the set will be glad to avail themselves of one book. Do not, at this time, undertake canvassing in territory with *Prophecy* which has not been thoroughly worked with the six-book combination.

The part of the country in which you are located, and the general weather conditions, will naturally affect your choice of territory, and our intention in making the above suggestions is not to hinder, but rather to call attention to certain points which should help in the *Prophecy* drive and prepare for the suhsequent winter campaign.

ADVANTAGES OF WINTER CANVASSING

During the summer the spare moments are spent out in the car, on the golf links, at the seaside, or out in some nearby park. The people do not stay indoors any more than they find necessary. They are uot particularly interested in things which are not closely associated with their business or pleasure. Therefore many people you canvass in the summer are not in a mood to accept your message, because they can not at the moment see how they can apply themselves to its study. In the winter, however, in the major por-

(Continued on page 2, column 4)

PROPHECY TO BE CONSIGNED TO CLASSES

Auxiliary and Pioneer Colporteurs to Order Their Own Stock

Public Offer to Begin January 25

"What? Another new book?"

"When shall we get it?"

"How soon can we add it to our six-book combination and offer it to the people?"

Haven't you been just "bustin'" with curiosity to see what more good things the Lord has for you in *Prophecy?* We should like to tell you all about it, but we aren't going to spoil the surprise. "What's its color?" "What's it all about?" Well, you just wait and see.

A consignment of the author's edition is being sent to all the classes so that each worker can drink in the good things first and get ready for the future campaign. Auxiliary colporteurs also can obtain their copy from their class; or in case they are not with a class they can order their copies direct from the Society. These copies of the author's edition are 50¢ each to everybody.

But these copies of the first edition are not to be used for general canvassing. The field work with the new book does not begin until January 25, and then throughout the country nine days are to be set aside in order to introduce it to the public. At that time the amount will be 45¢. From January 25 to February 2 *Prophecy* will be the big feature.

In order to make that week a success all the classes and colporteurs will be anxious to cooperate. Accordingly, consignments are being made of a supply of these new books to those classes whose accounts are in good condition and whose reports warrant it. A notice will be sent to the class if they are included in this consignment list. If they are not, then the number of books desired should be ordered by the class in the usual manner, direct from the Society.

Auxiliary and pioneer colporteurs will not be sent special consignments of this book, but should place their own orders. The Chicago and St. Louis depots will have the books in stock after December 15, and the Oakland depot about January 1. But remember, if you order your stock early, it is to be understood that *Prophecy* is not to be offered to the public before January 25.

The manner in which the Lord blessed those who followed previous outlined campaigns is a testimonial that his favor is upon those who seek to carry on his work in his way. We feel confident that those who truly love him will rejoice to have this new book to offer the people, to wait until his appointed time, and then to enter into this work with the same zeal and spirit that is so peculiar to his people. Remember the dates: January 25 to February 2. Have your stock on hand, so as to be ready to go forth into the field on Sunday, January 25.

(Continued from page 1, column 2)

5-cent and 10-cent booklets, which we believe will be very easily attained, due to some new arrangements that you will learn about from the special *Bulletin.*

And now, can the auxiliary colporteurs distribute 275,000 cloth-bound books? Due to the fact that we do not have 800 auxiliaries now, we base our estimate on the average throughout the year, that is, 600 workers. If each auxiliary colporteur places 33 seven-book combinations during the year, which will equal 231 books; 12 three-book combinations a year, equal to 36 books; 16 two-book combinations, or 32 books; and 160 single bound books, that will make a total of 459 cloth-bound books a year for each auxiliary. An average of 600 reporting would make it 275,400 cloth-bound books for the year. If the friends engage in the auxiliary branch of the service and begin early, and we reach our quota of 800 auxiliaries, it would be very easy to reach this *book* quota. In addition, we hope that the auxiliaries will place 250,000 booklets. The *booklet* quota will include *all* booklets.

For the pioneers we have set a quota of 1,725,000 bound books. In order for the pioneers to accomplish this, it will be necessary for each one to place 150 seven-book combinations, 44 three-book combinations, 90 two-book combinations, and 375 single books; a total of 1,737 books per pioneer for the year. If we can have an average of 1,000 pioneers from the first part of the year to the last, this would make a total of 1,737,000 cloth-bound books. Believing that toward the end of the year we shall have engaged in the pioneer work 1,200 brethren, we believe a conservative average is 1,000 workers reporting weekly. In addition, we hope the pioneers will place 1,250,000 booklets of all kinds. If the classes, the auxiliaries, and the pioneers see the necessity of reporting every week throughout the year, it will help greatly in bringing about this quota, which brings much encouragement and joy to the friends scattered throughout the whole country.

Let every one, each in the branch of the service where he has been placed by the Lord, press on with greater zeal and determination to carry out these plans for a greater witness for the coming year. Throughout the year you will be able to follow the progress of your work toward the quota as the reports appear in the *Bulletin* month by month. We know that the Lord will bless our efforts if we only put forth our reasonable service to honor and vindicate his name in the earth.

The "Author's Edition" of "Prophecy"

Being Sent to All the Organized Service Classes and Regular Sharpshooters

For the joyful edification and stimulus of the anointed in the classes, a limited number of the "Author's Edition" of *Prophecy* has been forwarded to each class in care of the local service director.

Prophecy is an additional means which Jehovah graciously gives to his "servant" at this time for their use in singing praises to his name before he finally arises to everlastingly vindicate his own name in the earth. Each psalmodist of the Lord is strongly advised to promptly and earnestly take hold of the refreshing truths that are brought to light in this splendid book. No one of the anointed can afford to miss studying *Prophecy;* for this book is soon to be carried to the truth-starving people, and only those who really understand and appreciate the message it contains can and will be able to properly honor the Lord's name with it.

The special feature of the "Author's Edition" is Brother Rutherford's personal letter to the anointed at this time. Each one will be cheered and encouraged by it to faithful continuance in 'pressing the battle to the gate'.

The cost to the brethren for a copy of this "Author's Edition" is the same as will be billed to the class account, namely, 50c each. This special charge of 50c a copy will aid in defraying the extra charges of original plates, etc., and will also thereby enable each consecrated one to have a share in the production of this book.

If any copies of this "Author's Edition" are remaining after allowing a reasonable length of time for all the friends to obtain a copy thereof the service director is to carefully cut out from such the page containing Brother Rutherford's letter and return such detached pages to this office. The class account will be credited accordingly with the difference between 50c and the class cost of the regular edition to follow. All such pages are to be returned by January 1 at the latest. Claims for credit sent in after that date (January 1) will not be allowed.

Each regular sharpshooter will receive one copy of *Prophecy,* for which a charge of 50c will be made against the account. If more copies are desired, please place your order as soon as possible, for we printed only a limited number. The same applies also to classes wishing more copies.

Notice to Classes and Colporteurs

Some of the classes and colporteurs have a few of their sets of *Studies in the Scriptures* left over, and they have written the Society asking permission to dispose of these sets at the special rate of $1.25 a set. This may be done during the month of December, at this low price.

Other classes have orders for sets at $1.25, taken during the special drive week in November after having disposed of all they had on hand. The Society will furnish the sets necessary to fill such orders at the special figure.

Society Invites More into Auxiliary Colporteur Work

During November a special letter was mailed to all the organized classes and sharpshooters, bringing to the attention of the friends the arrangement which the Lord has made for those who are unable to give their full time to the service. Did you get a copy of this letter? If not, see your service director and ask him to give you one. If he does not have any more, write direct to the Colporteur Department for more information about the auxiliary colporteur branch of the service. They will be glad to supply it to you.

The winter is a wonderful time for finding the people at home, and being invited into their homes on account of inclement weather outside. Why not take advantage of this situation instead of "hibernating" like an old bear for the winter time?

Would you think of staying at home from secular work on account of rain or cold weather? Is the Lord's work more important, or less, than the earning of three meals a day?

(Continued from page 1, column 4)

tion of this country, all the means of recreation mentioned are to a great extent limited or are discontinued entirely. The people have long winter evenings and Sundays at home. In farming sections there is very little to do except chores and wood-cutting. All the people have much more time on their hands than in the summer. They want to spend this time as profitably and enjoyably as possible. You have the best and the only thing that will fulfil their desire, the message of God's Kingdom. It is going to be a little inconvenient for you to bring it to them. However, we were not called to a position of ease and rest, and we know that all who are truly anointed have only to see how they can magnify the name of Jehovah, and their own inconvenience will not be counted worthy of consideration.

The following letter illustrates how the Lord overrules inclement weather conditions to his own glory and the blessing of his anointed.

"We had lots of fun making deliveries and canvassing through the rain and mud. We purchased some rubber boots, and worked 46 hours. We surely did put one over on the preachers; for they could not even call a service to get their members out in such a downpour of rain."

Regular Sharpshooters

The sharpshooters during the month of October placed 2,714 books and 2,950 booklets, or a total of 5,664 pieces of literature in the homes of suffering humanity. This is the best effort to date, and is very encouraging.

October saw 224 brethren reporting, leaving only about 100 unheard from. These delinquent ones should, and will, we hope, respond during November and from then on.

Suggestions for Workers

Special Bulletin

[Private Instruction for Workers Only]

May - 1929

TO ALL WORKERS

Fellow-Witnesses:

Once again we have the pleasure of passing on to you, in this *Special Bulletin,* some information which we trust will assist you in making a more efficient witness for Jehovah and his glorious kingdom.

We sincerely believe that those to whom the Lord will entrust the wonderful privilege of 'showing forth the exceeding riches of his grace in the ages to come' will be such faithful, loyal witnesses who, while on earth, made His business their principal business, just as Jesus did. They not only will take advantage of every opportunity to spend their time and strength in his service, but will also give thought and make serious efforts to become as efficient witnesses as possible.

The important things absolutely necessary for successful witnessing are faith, loyalty and obedience.

One must really believe that he has the truth, and, having entered into a covenant with the Lord, he must continue, in the resolute conviction that, in his knowledge of the divine plan and in the literature from which it was obtained, he has God's grandest gift to any human being.

Loyalty and obedience will lead the truly consecrated son of God to make his Father's business his main business. If unable, on account of necessity of providing for Scriptural dependents, to spend his entire time in the Lord's service, he will plan to devote as many months of the year, or weeks, or days, or hours a day, as possible in proclaiming the glad tidings of the Kingdom.

And then, in your witness work, learn to appreciate the fact that in the literature you are distributing you have something far more important to the people than anything else in the whole world. What does the price of a meal, or a necktie, or a dress, or anything else they usually buy amount to compared with the knowledge of God's glorious kingdom and its everlasting blessings to them?

Please be assured, dear brethren, that we are right with you to assist in any way we can, and remember that every day here at Bethel we ask the Lord to bless you in your work.

Your brethren in Christ,

Watch Tower B. & T. Society.

Suggestions for Workers

Special Bulletin

May - 1929

The Lord's people are realizing as never before that, in their covenant relationship with him, they have been organized in the earth to do a specific work. True Christians are described as a peculiar people. (1 Pet. 2:9) A more exact translation renders it, "a people for a purpose." That purpose is clearly stated in God's Word. When Jesus was arraigned before Pilate he stated the purpose of his being in the world when he answered, "To this end was I born, and for this cause came I into the world, that I should bear witness unto the truth." (John 18:37) His business was to bear to the world the truth pertaining to the great name of Jehovah God and his everlasting Kingdom. This is likewise the main business of the true Christian at the present time. Every issue of *The Watch Tower* brings to our attention scriptures to prove this. The object of this *Bulletin* is to suggest different methods of presenting the Kingdom message to the people and to aid the Lord's anointed to become more efficient representatives of that Kingdom.

All realize that the only really lasting witness is made by placing the books in the hands of the people. To accomplish this witness it is necessary to take into consideration the fundamental principles of effective demonstration. As advance agents representing the reigning King, God's witnesses are really presenting to the people an opportunity for a perpetual inheritance in God's everlasting Kingdom. The books that we place in their hands could be considered a prospectus telling them of the beauties of the Kingdom and how they should conduct themselves in order to be in line for its blessings. The cardinal principles in effective witnessing are as set forth below.

(1) Appearance and Presentation

First impressions are lasting; if unfavorable, they are hard to overcome. Going from house to house witnessing for the Kingdom demands a neat and clean appearance. As representatives of a reigning King we must comply with this rule in order to be efficient. It is not necessary, however, to have new clothes in order to be successful; but it is necessary that one's clothes be clean and have the appearance of care. Likewise the shoes should be kept in good order.

To be successful in carrying the Kingdom message, it is advisable to bring oneself to the level of the prospective customer. In rural sections one's appearance should be that of a rural resident rather than that of a "city slicker" out to "do" country people. When working in the factory or poorer districts, the point of view should be that of people who reside in these districts, so as to be considered as one of them; that is, the Lord's witness should be "all things to all men" if thus some may be won to Christ. Thus one creates the impression that he understands their difficulties and can sympathize with them. In both of the above instances fur coats and "high hats" would be decidedly out of place. When working in the elite or best residential districts procure, if possible, the names and addresses of the people to be interviewed. This information can generally be obtained from a city directory. One will then know for whom to ask specifically, when calling at the door. It is well to have calling cards engraved, like those used in the best of society; also a "professional-looking" bag, or ladies' demonstration bag, as described later herein. Finally, an air of dignity and courtesy is essential: these people are used to this, and the visit is of great importance. It is advisable that the directors in the larger classes choose workers who are suitable for such work.

The books should be presented in such a manner that the prospect can understand just what is being demonstrated. They should be so held that they face the prospect and that he can actually see what they contain. This means that the witness will have to cultivate the art of reading upside down. Before the books are taken out they should be carefully prepared so that the worker will always know which one is going to be demonstrated next. A good witness is so familiar with his goods that he never needs

to look down from his prospect to find anything. Instruction in the preparation of the books will be found later on in this *Bulletin.*

The appearance of the books being offered is another important consideration. Many sales have been lost because the books demonstrated are spotted and soiled. To overcome this, some brethren have a set specially prepared for demonstration purposes and always leave a bright new combination with the purchaser. The following contribution may be helpful: "As a suggestion to those who have difficulty in keeping the covers of *Government* clean: We paint our sample book with a thin coat of white shellac. It can then be used as a demonstrator for weeks without soiling the backs. Art gum can be used to clean finger-prints, etc."

White shellac, French or any other artist's varnish is obtainable in almost any paint or artists' supply stores. Should the shellac become too thick to spread easily, it may be thinned to the proper consistency with denatured alcohol. To do a really neat job, it is suggested that, instead of applying the shellac or varnish with a paint brush, an atomizer or artist's fixator be used. An atomizer can be bought at any drug store. By spraying it on the books all streaks are avoided and a smooth, evenly-colored surface results. When the cover has dried, any dirt spots may be easily removed by using a damp cloth. Since water now will not spot the book, one is prepared to go out rain or shine without fear of having the books used for demonstrating spoiled by water-spots. By coating one of each of the cloth-bound books in this manner, one is able always to demonstrate with clean books and leave a bright new set with the one purchasing, taking it from the bag after the sale has been made.

(2) Interest

In arousing interest an up-to-date canvass must be used, with current events introduced that will be of interest to the prospect. A 1914 canvass that has been carefully memorized and repeated until it is thread-bare should not be expected to bring satisfactory results. A canvass, at best, is never very interesting. Therefore it is preferable to demonstrate to the prospect exactly what one has and how its use will be to his advantage. The rurals and the poorer sections are naturally interested in such things as the reason for so much unemployment, the high taxes, the exorbitant prices of food and clothing, the injustice to the farmer and the working people at the hands of the profiteers and politicians, the prospects of a real government for the people, etc. In the better residential districts, where professional and business men reside, it will be found that they are interested in such things as the prospects of a wave of prosperity and increased business activities. In the rich districts they are interested in the fluctuations of the stock market, the present relation of the United States with other nations and the increase of commerce, the advance of civilization due to commerce and business, and the prospects of another world war.

Before a sale can be made the interest of the prospect must be aroused. Therefore it is well to inject into the canvass something of peculiar interest to the person being interviewed. If there has been no interest aroused one can hardly expect a prospect to purchase. Therefore interest must be aroused before a witness can be given.

In this connection, a colporteur who has remained in the work for many years writes: "When I began work as a colporteur sixteen years ago, the clergy were respected. In those days we had to be 'as mum as an oyster', or thought we had to be, about the clergy, if we would sell books. *How different it all is now!* One of my most successful broadsides against the clergy and for placing the books is, 'I am a *minister of the gospel;* and my work is to share this gospel or good news with the people, FREE. Jesus never sent out any one to wear a long-tailed coat and collect the people's money on Sunday morning or any other morning. He said when sending out his disciples to preach, "Freely ye have received, freely GIVE." We don't want you to give us a cent for the good things in these books. They are like the air and sunshine provided by the Lord. And we want every one to have these good books who is willing to pay us the bare cost of materials and handling, so that we can print another set and deliver to some one else.'

"It seems quite edifying and very agreeable to the people to call their attention to the fact that we wear no long-tailed black coats or clerical collars, and that we beg no money, because these are no part of Christianity; that John the Baptist was declared by Jesus to have been one of the greatest of the prophets, and yet wore plain clothes; that we are not asking the people to donate to the crease in our trousers or the polish on our shoes; we are busy with something more important.

"Many will agree that it is passing strange that if a man works on Sunday to make a living, he goes to hell; but that if a preacher loafs all week, and works his mouth some on Sunday,

and takes in more than the other man did in his seven days of toil, then he, the preacher, goes to heaven."

One witness calling upon a man to whom he had previously talked used the following method to awaken his interest. He asked him what he thought of President Hoover's remarks, in his address on the day he took office, to the effect that 'the world is at peace'. The man sneered at it and said that he did not think so. He added that he had no faith in the Kellogg Pact. This enabled the witness to reawaken the man's interest in the Kingdom message.

He adopted a similar plan in the same territory when he noticed, hanging in nearly every home, the preelection poster of Hoover. He questioned the people about Hoover's words concerning the world's being at peace, and thus opened the way for the presentation of the truth. At one home, where he was invited to come in, he sat down and picked up a newspaper. Across the top there was a scare-heading about the Mexican revolution. He then made the remark, "President Hoover said that the world is at peace, but this hardly indicates that." Then he added, "This reminds me of the words in the Bible, that 'they shall say peace, peace, when there is no peace'." In this manner interest was awakened in the literature, although the people were destitute and said they could not afford to buy.

(3) Inquisitiveness

Why inquisitiveness? When the prospect begins to ask questions it is an indication that he is becoming interested in the proposition. If the question is asked, "What is the soul?" or, "Where are the dead?" or, "Where did Cain get his wife?" one should always refer them to the books, stating that *'The Harp* covers this question', and *'Creation* covers that question', and demonstrating how easily the information may be found. The result will be that if the witness really aroused their interest, people will purchase the books in order to satisfy their desire for more information. If all their questions are answered they will then not feel the need of purchasing the books to find out something they already know. Sometimes the question is asked, "Are these Catholic books?" One should always answer such a question by asking a related question. A good reply to this question would be, "Are you a Catholic?" Their answer will enable the witness to continue the canvass along a line that will not cause antagonism.

(4) Desire to Purchase

Create a desire to purchase. Practically every sale that is made is due to just one thing, namely, the witness' ability to show the customer that he actually needs the books. Therefore a good witness will continually, throughout his canvass, suggest to his prospects their need of the books. This suggestion should be woven into the canvass without the prospects' being aware of it; for, generally, the moment one tries to make others believe that he knows better what they need than they themselves do, they are going to resent it. Therefore this should be very carefully developed. Another point: It is never proper to disparage another person's goods in order to place one's own. Rather, the prospect is to be shown that he needs these goods as much as and even more than he needed the other's. For example: If when calling at a home they say, "We paid ten dollars the other day for a book on the Bible by the Adventists," it is not well, in such instance, to discredit the Adventists even though one knows they are wrong, and their charges excessive. In "running down" another, one in that moment defeats his own object from two standpoints. First, such an attitude implies that the prospect was foolish in purchasing the ten-dollar book, and no one likes to be called a fool. Second, it will give him the impression that the witness is intolerant toward other beliefs and teachings which are not in harmony with his own. Religious intolerance is objectionable to most people, and in the majority of cases they will resent such an attitude. Therefore, instead of trying to discredit the Adventists' literature, one should approach the prospect something like this: "No doubt you have secured a very beautiful book which contains many interesting and instructive points and which will give you an answer to some questions. But that which I have here is entirely different from anything that can be obtained in the market. These books are not sectarian and are being enjoyed by people of all creeds and denominations.

"Every one recognizes that this is an age of specialization. If one wants to make a success of anything, he has to make it his big thing in life. Judge Rutherford, in his study of the Bible, has found that every book of the Bible centers around the one great theme of God's promise to bless all the families of the earth by setting up his kingdom upon the earth. Unless this great purpose of God is properly understood, the Bible is a mystery and becomes as so many claim it to be, 'a fiddle upon which any

tune can be played.' You have often heard that expression, haven't you? And how many times you hear people say, 'Oh, you can prove anything by the Bible.' But as a man of reason, you will admit that if the Bible is God's Word, there must be one true interpretation. Wouldn't it be but reasonable to believe that the correct one would be harmonious throughout and not contradict itself?"

From here one can then continue with the canvass, bringing in certain questions and showing how they are answered by the books, such as the following: What is the cause of so many different languages in the world today? (*Deliverance,* 53:1) Who has the keys to hell? (*Deliverance,* 170:1) What is the sin against the holy spirit? (*Deliverance,* 150:2) Who were the morning stars that sang together at the creation of the earth? (*Creation,* 24:2) When will the great battle of Armageddon begin? (*Creation,* 38:2) Demonstrate how clearly and simply these and thousands of similar questions can be answered by means of the different books. Stress should always be laid on the Kingdom message as the particularly distinctive feature of that which is being offered. The points suggested by the witness, under the preceding heading, concerning the message's being free, might also be used in this connection with good results.

Always work through the positive, and never through the negative; for one can prove a positive, but can not prove a negative.

In closing a sale, conclude the canvass something like this: 'We are placing all these five books in your hands for only one-ninety-eight, because we know that they will be an advantage to you and at that price practically everybody can afford them.' Never close in this manner: 'Don't you want these books for only one dollar and ninety-eight cents?' That will automatically suggest to the other's mind the negative answer, "No, I do not want those books." Always say "one-ninety-eight", "only a quarter," "just a dime," instead of saying "one dollar and ninety-eight cents", "twenty-five cents" or "ten cents". The former does not sound as large as the latter.

(5) Selling What Is Needed

Present a beautiful picture. When they were putting on the large real estate boom in Florida, one of the first things the realtor would do was to hire an artist to paint a picture of the finished subdivision, with all its fancied beauties. The salesman would become very familiar with this picture and then go out and sell the picture in the back of his head to the buyer, instead of selling the sandy-palmetto-scrub land. He knew that people will buy beautiful things. Nobody wants ugly things. The Kingdom of God will be indescribably beautiful and everlasting in duration. This wonderful Kingdom is pictured in his Word and reproduced in the books. Therefore every representative of the Kingdom should get the "vision" clearly in mind and then present the Kingdom to the people from that standpoint. He must have in his mind a very vivid picture of the Kingdom in order to describe its beauties to the people. Anybody will buy blessings. Nobody wants to buy curses. For example: There were two witnesses in the work. One was selling; the other was not. The one who was selling went with the other to see how he was presenting the books. This is what took place. When the prospect came to the door he raised his hat and said, "I have come to tell you about the great time of trouble that is coming." Before he could say any more the woman replied, "Man alive! I have all the trouble I want, without hearing of more to come." Slam went the door. The woman had all the trouble she could carry, and the witness tried to sell her some more instead of offering her the blessings and beauties of the Kingdom. The people want comforts and blessings; so go out and sell them the books, showing them how the books will bring to them peace of mind through a knowledge of coming blessings.

(6) Books Out of Sight

Keep books out of sight. The first impressions that are made are usually lasting, and therefore they should be favorable. If the prospect sees a bag of books, his mind at once becomes set on the fact that he is dealing with a book agent. This makes a poor first impression, and it will have to be set aside before any progress can be made. A false impression is hard to remove, and frequently can not be removed at all. There are two simple ways to keep the books out of sight.

(a) *For a man.* A book can be placed in each side pocket of the coat or overcoat; the remaining three books can be held in the hand that is farthest from the door or the prospect. If the hand holding the three books is kept close to the side or slightly to the back, the prospect can be approached without the slightest indication of books on your person. As soon as the introduction is made, bring the three books into sight. With the right hand put two of the books

under the left arm, and demonstrate the other. When this book is demonstrated take the two books from under the left arm, and place them on top of the book already demonstrated. With the right hand take the *under* two of the three now in both hands, put them under the left arm, and then demonstrate the remaining book. At the close of the demonstration of the second book repeat the same operation, demonstrating the third book. When the three books have thus been demonstrated, with the right hand take the two books from under the left arm and then put the other book from the left hand with those in the right hand. This puts all three books in the right hand. The next thing is a double move. While the left hand is taking the book from the left side pocket of the coat, the right hand is putting under the left arm the three books already demonstrated. As soon as the book from the left side pocket has been demonstrated, take the book from the right side pocket, put it on top of the other book and demonstrate it. The demonstration is now completed. Take the three books from under the left arm and, placing them with the last two books already in the left hand, hand the five books, *all at one time,* to the prospect.

Never give the prospect one book at a time, for he will look at the book in his hand while one is talking about the others, and will not hear one word that is said. If the books have been properly prepared, as described later herein, and placed all at the same time in the hands of the prospect, he can not look in them and see something with which to find fault, for all that he can do with the five books in two hands is to open the top one, and it will open at the colored illustrations, having been previously prepared to do that. Extra books are carried in a hand bag.

(b) *For a woman.* Go to an upholsterer or dry-goods store and get either 1/3 yard of 57-inch tapestry (or 1/2 yard of 39-inch) and make a lady's demonstration bag. (See illustration below.) One piece (A) 9″ x 25″ forms the two sides and the bottom. Two pieces (B) 6″ x 14″ form the two ends. To one of the two ends is sewn a medallion, one piece (C) 4″ x 12″, to be snapped to the other end and the two sides with four snaps. Two pieces (D) 3″ x 18″ form the handles. Both ends of each handle are sewn on the same side of the bag. Bind all raw edges of each piece with tape. Then make handles and sew them on piece A before sewing in the ends.

This bag hangs at all times on the arm and is used to carry the books that are being demonstrated; extra books are carried in a case which is left in an inconspicuous place. At the close of the introduction slip one handle off the arm, letting it hang down next to the bag. With the free arm and hand grasp the medallion and give it a quick pull, opening the bag. Having already placed the books in the bag in the desired rotation, reach into the bag, *without looking down,* and take out the first book for demonstration, and put it under the arm when finished. This can be done with the first three books. The fourth book is dropped back into

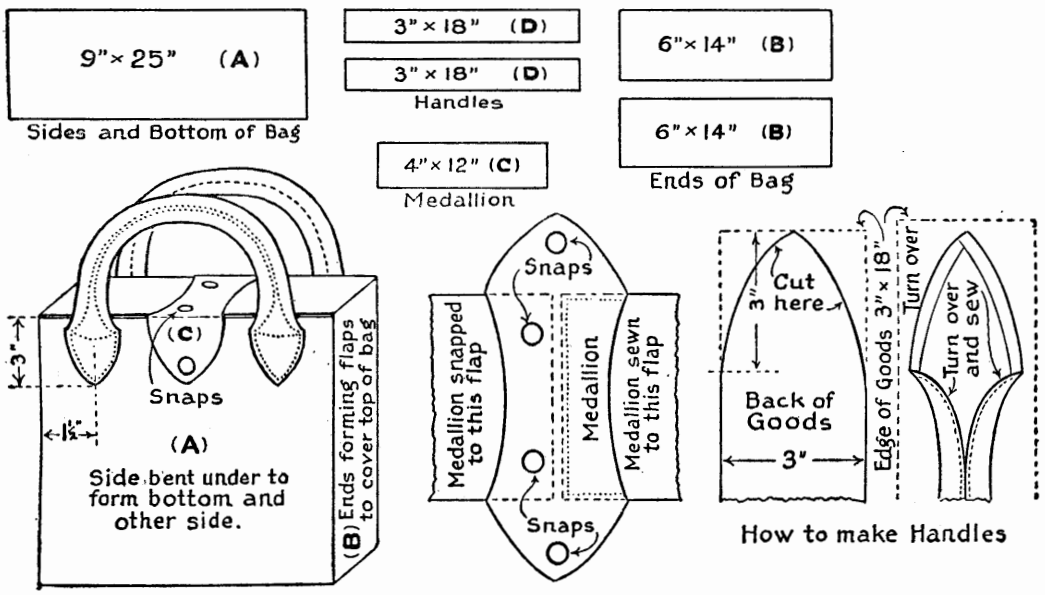


Illustration showing how to make the Demonstration Bag

the bag, and the last book is brought out. When finished with the last book, take the fourth book from the bag again and hand the five books to the prospect, *all at the same time.* (A leather purse can be hung on the same arm, in front of the demonstrating bag, which will almost hide it.)

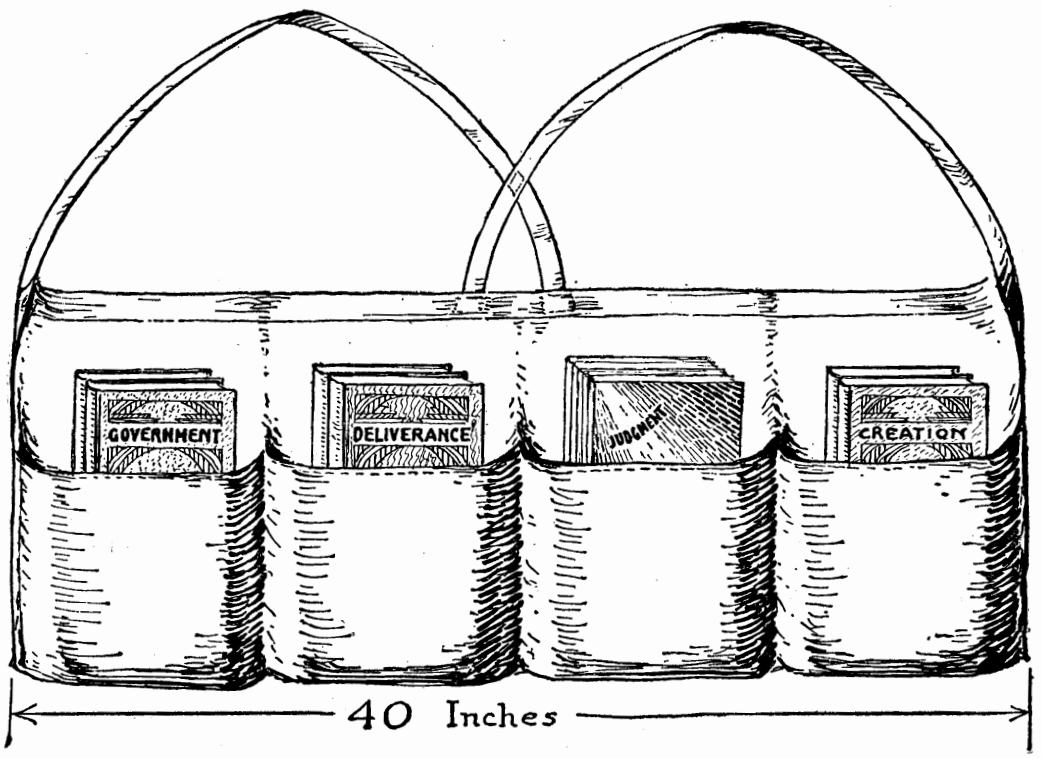
Another canvassing jacket that has been used by a great many, both brothers and sisters, is worn by the brothers between the vest and coat and by sisters under the coat. It consists of four pockets supported by suspender-like straps over the shoulders. Access to these pockets, which are about ten inches square, is obtained from the inside. The back of the pocket is made two inches higher than the pocket itself so that the books can be readily put back into place after being demonstrated. A good way to make this canvassing jacket is to take a strip of cloth 22 inches wide and 40 inches long, or a little longer if the person is large. This strip is then folded up ten inches across the entire length and stitched in five places. This will give four pockets. The accompanying sketch will show how this jacket may be made.

(7) Keep Eyes on the Prospect

Don't let your eyes wander. Effective witnessing demands that the witness keep his eye on the prospect in order to hold his attention. However, this must be done in a natural way, without causing embarrassment. To the extent that one causes his prospect to be ill at ease, to that extent one's chances of making a sale are diminished. Therefore avoid staring. One should himself be at ease and keep his eyes on his prospect in an interested and sympathetic manner. To reach down and search for a place in a book breaks the personal contact and in many cases enables the prospect to dominate the situation. This reduces the effectiveness of the demonstration and causes the loss of a number of sales. Therefore it is advisable to have books placed in a certain order in the pockets, or in the hands, or in the demonstration bag, so that it will be unnecessary to look away from the prospect in order to get the book wanted. The placing of books should receive careful attention before starting out. Knowing the outline of canvass, one should arrange the books in sequence as required.

An additional suggestion regarding "breaking" books for demonstration has been sent in to the office. An outline of this method follows:

In order to make possible the demonstration of the books without taking the eyes off the prospect, it is necessary to prepare or "break" the books before leaving for the field. The preparation of the books is a very simple matter, provided the instructions are followed in detail. Open the book at the desired page just sufficiently to insert the thumb. Take a good grasp be-



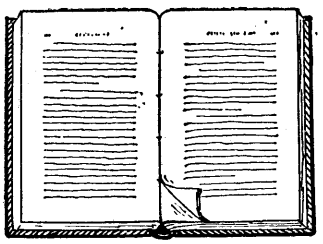


Fig. 1

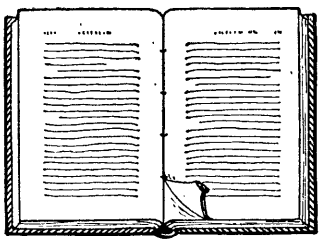


Fig. 2

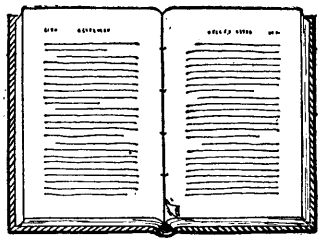


Fig. 3

tween each thumb and finger and open the book out straight. Do not bend out the covers beyond straight or the book will be spoiled. Our books are composed of eleven or twelve sections. Lift up a section at the bottom of the book at the place where you have opened it and double it back, or dog-ear it about one-eighth of an inch. (See Figure 2.) The book, after being closed, will always open again at this same place. When opening a book at the colored illustrations, always open it so as to show two pictures, for it makes a better appearance, and also prevents the binding from breaking. For the five-book demonstration that will be given later, the books can be opened at the following pages: *Deliverance* at pages 9, 264 and 376; *The Harp of God* at pages 11, 112 and 212; *Creation* at pages 355 and at all double illustrations; *Reconciliation* at page 7 and at all double illustrations; *Government* at page 9 and at all double illustrations.

We submit the foregoing suggestion for only those of the friends who can use it effectively. Such breaking of the book should be done very carefully, otherwise the book will be spoiled or defaced. It would be well to break only the books used for demonstration and always give the purchaser books that have not been broken. There are two objections to leaving broken books with the purchasers. The first is that as soon as they see the fold they will feel that the books are not new. The second objection is that it is likely to be provoking to them to have the book open at the same place all the time. If one can not fix the books to open properly without damaging them, it should not be done. Many are able to get to the right places without doing this.

(8) Entering the House

Try to gain admission. It is a known fact that a larger percentage of sales are made when the worker can enter the house and demonstrate his goods inside. There are many reasons for this. In the winter people will not leave the doors open long enough to listen. Things on the street divert their attention. Therefore, wherever possible, endeavor to enter the house. For valuable suggestions about this see the *Special Colporteur Bulletin,* "Winter Edition."

Very often an impression is formed from the knock that is made at the door. A light, timid tap suggests to the housekeeper that there MAY be somebody at the door, but of not much importance. A positive, dignified knock (do not break the door down, however) implies importance and will demand attention and bring some one to the door in the expectation of something worth considering. It is seen, then, that favorable impressions can be made in advance. Another point that should be kept in mind is that it is advisable to go to the back door in the morning, because the lady of the house is more likely to be in that part of the house in the forenoon. In the afternoon better success will be obtained by going to the front door.

After having knocked at the door do not stand directly in line with the door, or they will open it a fraction of an inch and peep through. Stand at the side of the opening door so that they will have to open it sufficiently to get part of their body between the door and the jamb in order to see who has called. When they are opening the door, be brushing your feet on the mat and remark that it is snowy, or muddy, or dusty, as the case may be, and that you will just step in a minute. Never ask to be let in, but rather take it for granted that you have been invited in by saying, "I appreciate your letting me in as I have something of importance to tell you." In a great many instances they will let one in without thinking. It is well for a woman to ask for the lady of the house, and a man to inquire for the man of the house.

A Typical Method of Demonstrating the Five Books

The most efficient distributors of the message have discovered that those who have a more or less cut-and-dried demonstration succeed the best. Witnesses who are placing the most books in the hands of the people have a set canvass that they modify slightly to suit the prospect.

The five-book demonstration that follows is not given to be memorized unless it will be used in the natural every-day language of the witness. A canvass that is memorized usually sounds singsong and is not effective. Always make the demonstration personal by drawing into the canvass the person addressed.

For the introduction there are starting points that will be of interest to everybody, irrespective of who they are, such as a government that will reduce the taxes, prohibit war, provide employment for everybody, bring down the high prices of food and clothing, etc. These points should be judiciously brought to their attention according to their station in life and what you think, after 'sizing them up', will be more interesting to them. Show them that you are familiar with the conditions under which they are laboring and that what you have advances a solution for their problems.

Two Sample Demonstrations

(A) "Good morning. I represent Judge Rutherford, broadcasting over the WATCHTOWER network which comes to you through station (name of local station broadcasting lectures). Recently Judge Rutherford spoke over an international chain hook-up, resulting in many thousands' writing for a copy of his lecture. So you can see that he must be telling us something of importance. In this lecture he was explaining a new government that will reduce the taxes, prohibit war, provide employment for everybody, bring down the high prices of food and clothing and make profiteering impossible. There has been such a demand for this lecture that it has been put into book form. Let me just show you a few of these books before I pass on.

"This book (produce *Deliverance*) gives a vivid description of the great battle between the forces of good and evil which has been going on from Bible days down to the time in which we are living. This chapter (turn to page 264) is on the final battle, sometimes called the Battle of Armageddon. It explains the dragon, the beast and the false prophet and shows why there is so much trouble in the world. But the part that you will enjoy is at the close of the book (turn to page 376). You will find over 750 scriptures from all parts of the Bible to refer to. That is why I believe you will find this book very convenient and helpful. This book (produce *The Harp*) is a regular textbook on the Bible. So many people have said that they wished they had a textbook on the Bible that this book has been specially prepared to fill their needs. The Lord said (read on page 11), 'I will incline mine ear, I will open my dark saying upon the harp.' It explains the parables of the Lord so that even a child can understand them; but the part that will be especially helpful to you contains the questions at the close of each chapter. (Turn to the close.) If you will notice, each question is numbered. The number refers to the paragraph that will answer the question. The book always gives you scriptures for its authority. You have often asked yourself, 'Who made the Devil?' 'Where did Cain get his wife?' 'What is the soul?' 'Where are the dead?' (Bring in some interesting questions and refer them to *The Harp* instead of answering them. If there are any children present, show how they need *The Harp* to answer their Bible questions for them.)

"Now here is a book that everybody wants. (Produce *Creation.*) It contains a vivid description of the creation of the earth with man upon it, and down to the 'new creation' mentioned by the Apostle Paul. (Turn to page 269.) In it you will find sixteen beautiful oil painting reproductions from the leading art galleries of Europe. (Demonstrate pictures.) However, a part that is found indispensable, and that I know you will appreciate, is the index. (Turn to page 355.) Take for example 'K' and 'Kingdom'. We have been taught to pray, 'Thy kingdom come. Thy will be done on earth.' When they asked Jesus when his kingdom would come he told them that there would be nation rising against nation, kingdom against kingdom, wars, famines, pestilences, and the poor trampled under foot while the rich would be living in luxury. Truly we see all these things happening today. When Jesus establishes his kingdom there will be reconciliation between God and man. (Produce *Reconciliation.*) He will humble the rich and they will cast their gold and silver into the streets. As for the poor, he will remove their heavy taxes and hardships, and set up a real government for them. (Produce *Government,* turn to page 9.) This book begins with 1914, showing how everything seems to be turning upside down, and closes by showing that out of all this trouble is to come the greatest wave of prosperity of which this world has ever dreamed. It will bring peace on earth, good-will to men.

"We are placing these five beautifully-bound books in your hands for only one-ninety-eight because we know that you will appreciate the message they contain and at that price anybody can afford to enjoy them."

(B) An effective method for placing books in business sections is termed "the introduction

canvass". This method has produced splendid results when properly used. One brother sold 21,000 books in one year by this method. The procedure is as follows:

A brother who is fairly well known among business people takes the colporteur out and introduces him to his business friends something like this: "Mr. Jones, I should like you to meet my friend, Mr. Smith, of New York city. He is a very special friend of mine." That is all the introducer says. The colporteur immediately says, "Glad to meet you, Mr. Jones. You know I am not really on a business call this morning. I am representing the International Bible Students, of New York." Then smilingly add, "I am not taking up a collection, nor even soliciting funds. I am calling upon our professional and business men with some of our publications which are having such a wonderful reception, not only in the United States, but throughout the world. Realizing that these are business hours, I will be very brief in outlining what I have." Then follow up with a brief and clear-cut canvass of about two or three minutes' length.

Four essential rules which should always be kept in mind:

(1) *A smile on the face.* This should be a real smile, not a forced or artificial smile, but one that comes from the heart. In residential districts the one answering the knock will in the majority of cases be the housewife. In order to be a really successful witness one must be able to put oneself in the other person's place, so to speak. By doing this one will know just how the prospect responds under the circumstances. The average person in the world is hard pressed today. Knowing this, it should influence your approach. The housewife may be dunned by the landlord, the insurance agent, the furniture store, the automobile company, the grocery store, and a dozen others. In every instance there is a "hard-boiled" collection agent with a severe face and a domineering attitude, holding in his hand in the most conspicuous way a collection book. The things he lacks are a cheerful smile and a pleasant word. Therefore, in order to impress the prospect favorably, begin with the things which these collection agents lack. A pleasant smile will open more doors than any other one thing. Since he keeps his collection book prominently in sight, we should always keep our books out of sight-as far as possible. Then in a very informal, natural and pleasant way go through the demonstration as though it were a special thing for that person only, bringing the prospect as much as possible into the conversation. This can often be done by asking a few sympathetic questions.

Under no consideration let the smile leave the face. The advantage of this is discerned when one stops to think. Does any one ever see a person get angry with a smile on his face? Keep the smile going. It is infectious. Persist in it. Many a prospect's angry or gruff front has been broken down by a smile.

(2) *Keep books out of sight.* If a complete demonstration has been made and the prospect has refused to purchase the books, one should always get them out of sight, by putting them back into the pocket, holding them behind one, or quietly placing them in the demonstration bag, giving the impression of giving up hope of a sale. Then change the subject to something remote from the demonstration and endeavor to get their interest. If this can be accomplished the witness might continue, "I just happened to think; these books (bring the books back into sight) explain just the things that we have been talking about"; and start in a second effort to create interest, leaving the impression that the book is being used merely to elucidate the point being discussed. In order to have any excuse for bringing the books back when interest is developed a second time, they must be placed out of sight after the first canvass has apparently failed. In the way suggested, the witness has a real excuse for bringing them back again to illustrate the point developed later.

Our time belongs to the Lord, and it is valuable. Therefore, when one has taken the time to walk up to some person's door and demonstrate the books to him, too much time has been invested to be turned aside by some lame excuse. On the other hand, it is well never to dispute their answer, for they will only close the door. Some other method to accomplish our mission must be devised. Getting the books out of sight with a smile is the first step in this procedure.

(3) *Always agree with the prospect.* This is one of the hardest things for the brethren to do. Do not be discouraged if unable to apply this at once. A master salesman once said, "A customer is always right, if we want to sell him anything." This is not a new thought, for nearly 2000 years ago Jesus expressed the same thing when he said, "Agree with thine adversary quickly, whiles thou art in the way with him." (Matt. 5:25) Summing up this third rule, then, When out in house-to-house witnessing, agree with the prospect, regardless of what is said; but be careful that it is done properly, or trouble will result. The come-backs or rebuttals for the most common excuses for not

buying will be considered next, showing how to agree with prospects without compromising the truth.

(a) *"I am an atheist."* Any time a prospect says, "I am an atheist," there is a standard response for it, i. e., "I am surely glad *to know* that." The witness is *not* glad that the prospect *is an atheist,* but is glad *to know* it; just as one would be glad *to know* of a person's being a thief, so as to know how to act. By knowing what a person is, the witness can make the canvass accordingly. Now then let us take the complete rebuttal in response to, "I am an atheist."

"I am surely glad to know that you are an atheist. You are too honest to believe the lies and misrepresentations that the preachers have been telling the people. Anybody with a grain of common sense can see that the big majority of them are hypocrites, just out for the gratification of their own selfish desires; and that is just what these books prove. Judge Rutherford shows that preachers and politicians and profiteers have banded together to defraud the people. Now then, you being an atheist and seeing these things the way you do, you will surely enjoy these books.

(b) *"I am a Catholic and we have our own Catholic literature."* "I am surely glad *to know* that. Quite a number of my friends are Catholic and I have always admired their zeal for their church. Recently the pope said that we should read our Bibles more. Do you know that quite a number of priests have been reading these books? Surely if they are good enough for the priests to read, they are good enough for us to read. Just let me show you some of the wonderful illustrations in them. Here (in *The Harp*) is a picture of the crucifixion, which is dear to the heart of every Catholic. In this book, *Creation,* is a beautiful reproduction of a famous painting of the virgin Mary mourning over the crucifixion; while in this book, *Government,* is a picture of Jesus that I know you would love to have framed. These books will be a real blessing in your home."

(c) *"I am a Christian Scientist."* "I am surely glad *to know* that. In my travels I find that the Scientists are practically the only people who really believe the scriptures which declare that God is love. The majority believe that God is a huge monster of some kind. There is another thing that I appreciate about the Scientists, and that is that they appreciate the science of the Bible, which is the most scientific book in the world. We know from both science and the Bible that the flood covered the whole earth. Have you ever wondered where all the water went after the flood? This book, *Creation,* explains it in a way that you will enjoy. Now you, being a Scientist, will appreciate these books, and I am glad to have been instrumental in bringing them to you. When studying them, be sure to check them up with the Bible. They contain a wealth of information that you will find indispensable."

(d) *"I am a Lutheran, and we have our own church."* "I am very glad *to know* that. Martin Luther was one of the world's biggest men since the days of our Lord. He was the leader of the great reformation that broke the hold of the Catholic church on the people, so that today we are not bound by their superstitions and bigotry. One of the difficulties today is that quite a number of Lutherans have departed from the original teachings of Martin Luther. Now these books (produce books) take a similar position in our day to that taken by Luther in his. Therefore, you, being a Lutheran, will appreciate these books. They constitute a source of information that will bring you great blessings."

(e) *"I have a whole library full of books that I have not read yet."* "If you have a whole library full of books that you have not read, I could hardly expect that you would be interested in these. (Get books back out of sight.) By the way, have you noticed in the paper that Commander Byrd's expedition to the South Pole is creating quite a stir. At the time expeditions were being made to the North Pole the explorers found several animals, some prehistoric, embedded in the ice, and some had green grass in their stomachs. This shows that at one time the climate was very mild up there, etc. This has puzzled scientists, but from the standpoint of the Bible the matter is quite simple. These books (produce books) contain a remarkably thorough presentation of these wonderful things. Another thing: You will find that these books will not be among those left unread. Each book contains an explanation of events that are vital to every thinking man at the present time."

(f) *"I am not interested."* Where the prospect is of the indifferent type, that is, where he is not even paying any attention to what is being said but is half-wittedly looking around, there is only one thing to do, and that is to leave as quickly as possible. Waste no more time. But where he has shown interest during

the demonstration and then as an excuse for not buying replies, "I am not interested," something may yet be accomplished.

There are three general lines of thought that may be followed, i. e., the commercial, political and religious lines. If we have made an advance along the so-called religious line and it does not sufficiently arouse an interest, there are two lines of argument left. If the prospect is of the poor or working class, he will naturally be interested in the political. He hopes to hear something that will lessen the taxes and thus make it easier for him. In that case continue as follows:

"A great many people are wondering if the new administration, with Hoover at its head, will increase the prosperity of this country. This book, *Government,* leaves no room for doubt and tells you of a wonderful wave of prosperity that is just over the horizon when there will be a *real* government set up that will actually give every one just rights, with no heavy taxes, sickness or trouble. I feel that you want to know about this new government and am therefore glad to tell you that we are able to place this wonderful combination of books in your hands for one-ninety-eight."

Another suggestion in this connection is made by a witness of long experience. He says, "The fat man on page 15 of *Government,* who has to have his basket full before any one else can have anything, together with the U. S. senator's four lines on the opposite page, make a fine hit for the attention of those who are not the least interested in the Bible. In selling to Catholics, I start with the fat man. Who on earth gave the government to the grafters, if it was not the U. S. senators?"

If, on the other hand, the prospect is of the middle-class made up of business or professional men, then the best approach will be along commercial lines, as follows:

"So many people are looking to the government to boost commerce and industry and stabilize foreign trade. Have you ever thought of what a huge job this would be, in view of all the international complications? By the way, this book, *Government* (produce *Government*), shows how the whole world is going to be brought to a state of perfection, a perfection such as you and I have never dreamed of, when there will be no more war, financial or labor troubles. You will be more than interested in these books, I am sure. They deal with just the things that will be to your advantage to know.

(g) *"I have no time to read."* "Your position is similar to that of the majority of people today. I suppose you have so much work that has to be done that you have very little or no time for literature. (Get the books out of sight.) I find myself in a very similar condition. Have you ever wondered why we are so busy all the year long and then at the close of the year we can barely pay our taxes? Judge Rutherford shows in these books that the whole world is dominated by profiteers and politicians and some of the commercial preachers. Take yourself, for instance. If you do not have money and good clothes, you are not welcome at the big churches. The politicians have perverted the laws, so that the poor man goes to the penitentiary while the rich go free; and the profiteers have arranged everything so that everybody is working morning, noon and night to keep them in luxury. That is why we need these books. (Produce books.) They show why these things are taking place, and they encourage us by pointing to the remedy for these difficulties.

(h) *"I have no money."* "You would be surprised at the number of people that I meet who are almost without money. Do you ever wonder why the majority of the people are working from early morning to late at night and can hardly make both ends meet? Judge Rutherford shows in these books (produce books) that the whole world is dominated. . . ."

The "no money" prospect is one of the most difficult to answer, but we believe that the colporteur in the following report indicates the correct attitude to be taken.

"When the dozen banks hereabout closed, we contemplated leaving this territory unfinished; even old-timers like us got excited, and for the first time in our whole experience we were bluffed into the belief that we could not sell books in this county. However, we were not bluffed badly enough to start to move, and now we have only a few hours' work left in the county to complete. We have had far better success since the banks closed than we had before, impossible as that may seem!!! On March 12, I took in $29.98 on sales made that day. Providentially tied up with car trouble, my wife was caused to do the business sections of W——, which she thought was HOPELESS, absolutely, with THREE CLOSED BANKS in it. IT PROVED TO BE HER BIGGEST DAY FOR THE YEAR, 1929, so far, as well as her greatest day since her breakdown in health nearly two and a half years ago.

"MORAL:—INCREASE OF POVERTY, OPPRESSION AND ADVERSITY MULTI-

PLIES THE PEOPLE'S HUNGER FOR THE NEW GOVERNMENT.

"However, it is not an easy thing to sell to these people who are sick at heart, discouraged to desperation, and sometimes hungry!!! They meet you with absolute conviction in their own mind that they can not and will not buy anything, no matter what it is, or what the price. Any one who is not powerfully in earnest, and who is not absolutely charged from head to foot with conviction that he has something more important for these poor souls than any other possible thing on earth, for which they could exchange their last dime, would just as well pack his grip and hunt a proposition in which he does believe. If any one thinks that our literature is the expressed opinion of man, or of a denomination of men, or if he allows his prospect to think so, he is down and out. The witness for Jehovah can not tolerate the thought that he is circulating men's opinions or denominational views; he will not allow himself to be looked upon as a circulator of merely 'good books'. We have something as different from "good books" ordinarily so called, as the noonday differs from midnight. If we do not arouse ourselves to the dignity and importance of our message and commission, who will? We are not looking for people who have money; we are looking for people who are sufficiently interested in the message of Almighty God to be willing to pay the cost of paper and ink to print and deliver the same to another home.

"On one occasion the disciples had difficulty, in fact a total failure, when they attempted a miracle in the name of Jesus. When the matter was brought to Jesus' attention, he, in answer to their question, 'Why?' explained to them: 'Because of your unbelief. . . . If ye have faith as a grain of mustard seed ye shall say unto this mountain, Remove hence to yonder place, and it shall remove; and nothing shall be impossible unto you. Howbeit, this kind goeth not out but by prayer.'

"LET US THEN REALLY BELIEVE IN OUR MESSAGE AND OUR COMMISSION."

(i) *"Our preacher told us not to buy these books."* "Thank you for telling me that. He probably means well, but you know that for centuries the Catholic priests would not let their congregations read anything the priests did not approve. Today we can still see the effect this has had upon Catholics. So many of them are superstitious and bigoted. Now we would not like to get like that, would we? Do you know that practically every big preacher in this country has these books in his library? Probably your preacher has been getting some of his sermons from these books. Millions of people have bought them, and there is no reason why you should not have them, too. At one-ninety-eight for the five books anybody can afford them."

It is not recommended that the witness try to memorize any of the foregoing canvasses. They are merely examples of how to meet objections that are put forward, and demonstrate how simple methods can be used that bring more success in witnessing. Notice that, in each of the cases there given, the reply 'agrees with the prospect quickly'. But it does more. It agrees with him and then takes his excuse as the reason for agreeing with him. For example: "I am a Lutheran." Say, "I am glad to know that you are a Lutheran. Martin Luther was one of the world's biggest men since the days of Jesus." Therefore, to put this rule into operation, always agree with them and then use their excuse as a reason for doing so, for it would be improper, generally, to agree with them without qualifying or giving a logical reason.

(4) *Leave in a friendly attitude.* One of the leading house-to-house canvassing corporations counts on going over a territory *eight* times to thoroughly cover it. In our work, if out of every five interviewed we sell one person one or more bound books, we call it "100 percent sales". If we sell only one out of five, what about the other four? At four out of the five places where we have interviewed we have been doing what salesmanship terms 'missionary work'. This does not mean that we go around with long pious faces or a religious air. It means that we are doing an introductory work: paving the way for another interview. If the books are not placed at the first call, do not be discouraged; for we are going to keep calling until something is left in their hands. Therefore it is absolutely necessary to leave them in a friendly attitude. By our so doing, each time they will become a little more friendly and will have received just a little more truth, until at last they will look forward to the visits and say, "Next time you are around come in and see me again." They will tell their friends that 'though we can not agree with the Bible Students in all their teachings, yet they are surely agreeable people and we like to have them call on us'.

An illustration of how effectively this works was manifest in what some colporteurs found in Elgin, Texas. Some parts of Elgin were canvassed by a class in that vicinity four weeks

prior to the coming of the colporteurs. In fact, this class had worked the territory twice during the previous eighteen months. One of the colporteurs writes: "By the Lord's grace we were able to put in the hands of the people 256 books and booklets in five and a half days. Elgin has about 3000 population and is very scattered in all directions." The brethren previously working the territory left a good impression, and the colporteurs coming afterward reaped the benefit.

In the same connection we have a letter from another colporteur who writes, "There were a great many books sold here last fall and they are all the talk. That has helped us greatly in placing what we have distributed."

With heartiest greetings and much Christian love,

Watch Tower B. & T. Society.

December - 1929

TO JEHOVAH'S PREACHERS:

Jesus Christ, acting as the great High Priest of Jehovah and with full authority, says to the anointed members, "This gospel of the kingdom shall be preached in all the world for a witness; and then shall the end come." This is a part of God's Word, and shall not return unto him void, but shall accomplish his will. The commandment is so positive and emphatic that no one of God's anointed can mistake its meaning. This kingdom gospel must be preached. The only question is, Who will have the privilege of doing so?

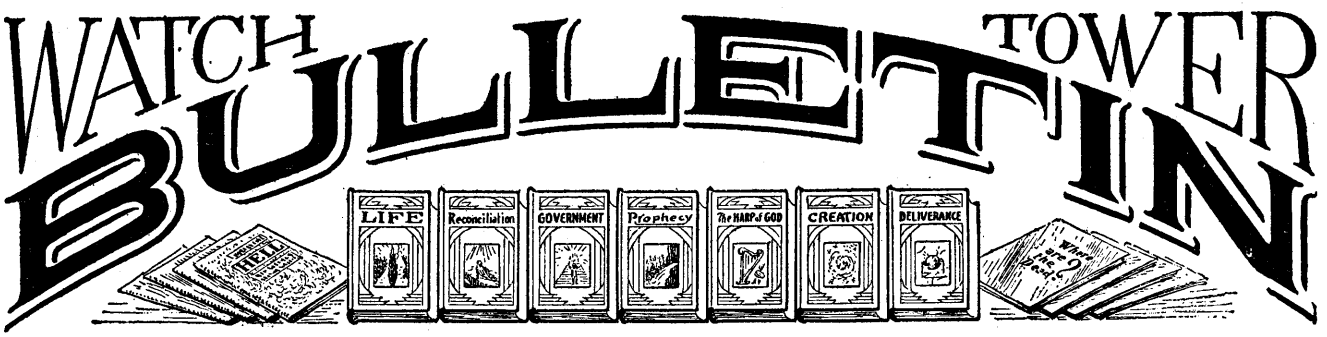
The anointed will do the preaching. God has commissioned them so to do, and they could not be faithful by taking any other course. If you are one of the anointed you have the spirit of the Lord and it is a delight for you to obey his commandments. Preaching this gospel means proclaiming the good news of the Kingdom in whatsoever manner the Lord has arranged. He has provided the radio as an entree. He has caused millions of books to be manufactured containing the message of the Kingdom, and he has put his spirit upon his chosen witnesses that they may confidently do the work of putting this message in the hands of the people. When the preaching of this gospel is done, then the end of Satan's organization will come, and that will be the time of great rejoicing for the oppressed peoples of earth. It will be a time of greater rejoicing on the part of the anointed, because they will witness the name of Jehovah completely vindicated.

The preaching of this gospel brought reproach upon Jesus. A servant is not greater than his master; therefore expect to be persecuted. Those who gain the victory must overcome the world. Those who love God and are faithful will overcome. When you find opposition, rejoice and go right on telling the truth to others. Such is the privilege of each one of the anointed. You are serving the people with that which is of far greater importance to them than all the material wealth of the world. The groaning creation needs the message of the Kingdom. Knowing that you are doing right and that good will result, and that Jehovah's name will be vindicated, never for one moment slack your hand. Faithfulness to the end will bring boundless joy.

Read this BULLETIN and then thank God that together we may work in his cause. Go and preach this gospel of the Kingdom to the praise of Jehovah, and according to his promise richest blessings shall be your portion.

With much love and best wishes,

Your brother and servant by his grace,



4 FOR 25¢ THESE 7 FOR $2.40 4 FOR 25¢

THIS KINGDOM GOSPEL MUST BE PREACHED

The only reason for the existence of the Society is to preach this gospel of the Kingdom. The church, the anointed of the Lord, are interested in nothing else but this Kingdom, which will bring about the complete vindication of God's name. Do we not have a wonderful privilege to have a part in this? Just think of it. Here, at the end of the age, when "the wise shall understand", the anointed may plan and endeavor to bring about a greater witness to the name of Jehovah. This must thrill everyone who is really in the truth.

We are the Lord's witnesses. We are not engaged in a bookselling campaign; our purpose in going from door to door is to leave a witness that Jehovah is God. Needless to say, there are very few who know that. But in going from place to place, leaving here a little and there a little of God's truth, we give the witness God wants given. We are not booksellers; we are preachers of this gospel; we place the literature with the people who desire to know more about this gospel, and they are glad to give in exchange an amount of money to cover the cost of production and distribution. Some courts of the land have charged the Lord's anointed with engaging in commercial business on Sunday. That is because they do not know that we are engaged in the biggest, the greatest, the most important work under the sun, the defense of God's word and name! The Lord's people have the right to preach the gospel of the Kingdom when, where and how he directs. The noticeable thing about Peter, John and all the disciples was their unceasing efforts to tell out the truth in spite of all opposition. The rulers of that time perceived that these were unlearned and ungifted men, yet they did recognize that these had walked with Jesus and, like him, were bold in their stand for their rights to preach the gospel.

This gospel *must* be preached; and since Sunday is one of the best days of the seven in the week for that purpose, that's the day on which we will make a special effort to tell someone, somewhere, about the Kingdom, regardless of man-made ordinances.

We look forward to this coming year with joy, because we know that the Lord is pleased with our desire and efforts to give a greater witness than last year. To keep us reminded of the Lord's special commandment at this particular time, Brother Rutherford has chosen as our slogan, "This Kingdom Gospel Must Be Preached."

A Wider Witness

The Society, every year, makes plans for bringing about a greater witness than before, and as members of the Society, all of the anointed are vitally interested in the outline of the work for the year 1930. We believe this will make everyone of the anointed exceedingly happy. Beginning with January 25, 1930, the seven cloth-bound books written by Brother Rutherford will be offered to the people for $2.40, instead of the present offer of only six for $2.45. The second thing is that four of our ten-cent booklets will be offered for a quarter, and nine of them for fifty cents, instead of the present three for a quarter. Just one more thing, and that is, a ten-percent discount will be taken off the retail amount of any combination totaling more than $1.50. This means that if you make up a combination which would amount to $2.00, a 10% discount, or 20¢, would be subtracted, so that the party would receive it for only $1.80. Now, isn't it wonderful, the things the Lord provides for his people? The Lord has made

every provision for the anointed to preach this gospel of the Kingdom. Don't you believe that you can place more seven-book combinations at $2.40 than you could six-book combinations at $2.45? We believe so. Last year the average class worker placed 10.3 five-book combinations, auxiliary colporteur 32.8 combinations, and pioneer 143 combinations. Now, if with these new prices the class workers can place 12 seven-book combinations each, the auxiliaries 33, and the pioneers 150, with a similar increase in the smaller combinations placed, we shall more than surpass the quota of 5,500,000 books and booklets.

The following is the price you will take when placing the books and booklets:

BOOKS

Harp	.35
Deliverance	.35
Creation	.35
Reconciliation	.35
Government	.40
Life	.45
Prophecy	.45
Total	$2.70
The 7 books in one combination	$2.40

BOOKLETS

Single	.10
Two in combination	.15
Four in combination	.25
Nine in combination	.50

Change on January First

The pioneer and auxiliary colporteurs will receive information from the colporteur department very shortly as to their new rates. All change in prices will go into effect January 1. That will give you the time between the 1st and 25th to dispose of your old stock, and all the orders that we receive after the first will be charged on the accounts according to the new price list. This will be for both classes and colporteurs.

During the last drive-week, in which we stressed *Studies in the Scriptures* for $1.25, the results proved beyond a doubt that more books can be placed in the hands of the people when the price is lower. The people realize that we are not book agents, nor trying to make money, but are encouraging home Bible study and are there in the interest of God's kingdom, which will bring them life and happiness.

Owing to the unemployment situation, crop failures, and financial depression, which are so prevalent in this country, a special effort should be made to inform the people concerning the only true remedy. The following letters from what might be called "hard-hit" territory illustrate how the lower price aids in placing more literature.

A brother and sister write us from Florida:

Owing to hard times in Florida, we felt that we should be doing well could we dispose of our *Scripture Studies* in that time. Imagine our surprise when Monday, 4 p.m., of the week of the drive came, we found ourselves out of *Scripture Studies*. We put the balance of the week in canvassing for the other volumes. We had a glorious week.

Another one from Wisconsin says:

Practically all marveled at the offer, taking the books quite readily, even to the extent of giving every cent in their possession, or borrowing money. This proved to us that there is a class whom the Lord favors with the light at the present time.

Our Privilege

It should rejoice our hearts to have the privilege of offering these people some literature that will bring them comfort and peace of mind. Some of the friends think that they should not accept the last few pennies or dollars from the people in exchange for the books. Remember what the Bible says, "Man shall not live by bread alone, but by every word that proceedeth out of the mouth of God." In the 6th chapter of Matthew the Lord says, "Is not the life more than meat, and the body than raiment?" No matter how much anyone eats or how much he has to wear, it will not bring him life. The only way to get life, peace, and happiness is through God's Word. Jesus said, "This is life eternal, that they might know thee, the only true God, and Jesus Christ, whom thou hast sent." We have this message and should take it to the people now. Undoubtedly the conditions are bad in this country, but that always proves to be the best time to give the message of comfort to the people. When they have plenty of money and are prosperous they are self-satisfied; they do not think of the Lord. When adversity comes, then they are more inclined to turn their thoughts and attention to the only true God and we have something for them.

President Hoover has called together the railroad men, labor men, bankers and those repre-

senting the big business institutions to try to stabilize the business conditions in this country. There is unrest and unemployment. People are wondering what it's all about. There never was a more favorable time or more hearing ears than when conditions are just as we find them today. We, the Lord's anointed, have that which the people need and must have; namely, the reason things in the world are as they are, and the information that the Lord's gracious purpose is to smash the Devil's control of earth and bring happiness, plenty and life to the people.

During the last drive week the friends in the United States placed 17,639 sets of *Studies in the Scriptures,* and from England the report came to us that they placed all of the 6,000 sets they had on hand. We know that there have been hard times in that country, but it seems that the harder the times the better it is for us to approach the people. The Lord has made it possible that we can now offer the later books at a reduction. Due to these arrangements every one in the Lord's organization should 'press the battle to the gate', so that the truth can be placed in every home possible regardless of conditions. Then only shall we have preached effectively the gospel of the Kingdom. This, dear friends, is more important than anything in the whole world. With this reduction a greater amount of literature can be placed in the homes of the poor, and the rich too, for that matter, and, with the Lord's blessing, God's name will be magnified. We should just like to give you a few more letters showing that a lower amount will place more books.

We hear from Oklahoma:

One experience I had was, I placed six full sets in one store. So if there is any other drive for any reason, count on me.

We are going to count on this worker for the whole year with these new prices.

From Illinois:

People seemed to be astounded at the price. They could hardly believe but that we meant $1.25 for each volume. Many said, "$1.25 for each volume would be cheap," which is true, when one knows the great truths in each one.

The Year's Campaign

With the new prices in effect January 25, we wish to outline the campaign for the entire year. As stated in the *Bulletin,* there will be a special drive with *Prophecy* from January 25 to February 2. During this period of time we wish that all of the class workers would engage in a one-book drive, using only *Prophecy.* However, the colporteurs should work with the seven-book combination. We hope that every one of the colporteurs will put forth a special effort this week to place the seven books at $2.40. Your work will prove the effect of this remarkable offer, and we shall be very much interested in your reports.

The first IBSA Week for next year will be from April 26 to May 4. Of course, from February 2 on, the class workers will engage in the seven-book campaign, but we hope, by the 26th of April, to have all classes supplied with the flashtone cartons containing the seven books, so that every class worker will make a special effort with the seven-book combination during the first IBSA Week. Arrangements have already been made to have the Bethel Home and the factory closed on May 2, 3, and 4, so that the family can engage in the big spring drive of the year.

The second IBSA Week will be from September 27 to October 5. Further details of the month to month work will be given in the regular monthly *Bulletin.*

Another feature of this year's campaign which we believe will prove to be a great stimulus to the workers is the division of the country into *nine* districts. In each district one or more regional service directors have been assigned for the purpose of encouraging and helping the friends to give a greater witness to the Kingdom. Seventy-two different conventions have been arranged to be held throughout the year, and so conveniently located in various parts of the country that the friends in every class will be able to be present at one or more of them. Each convention will begin with a special rally on Friday evening. Part of Saturday and Sunday forenoon and afternoon will be devoted to the field service and meetings will be held in the late afternoon and evening of each day. The theme song of each convention is to be, THIS KINGDOM GOSPEL MUST BE PREACHED. A chairman will be appointed by the Society, to serve, and the regional service director in the respective districts will be there also. We believe that such assemblages of the brethren in an unselfish desire to honor the name of Jehovah will be richly blessed by him.

Special arrangements have been made for

auxiliary and pioneer colporteurs' rates. Those who put their time in these branches of the service are surely blessed and taken care of by the Lord. Some have said that the Lord does not take care of all his people, because this or that brother does not make expenses and has had to drop out of the colporteur service. In all such cases, investigation discloses that such did not really put in the time required in the pioneer or the auxiliary work. The strange thing is that some people expect the Lord to perform miracles for them and to do more for them than they do for themselves. Anyone in the world holding down a job is expected to put in at least eight hours a day. Under the special arrangement for colporteurs, no one has to put in that much time in straight canvassing in the Lord's work to make ends meet. The Lord expects reasonable service from his anointed, and such service persisted in yields sufficient for their needs and abundant blessings. They do not engage in the colporteur work to make money. Their only reason should be to sing forth the praises of God by 'preaching this gospel of the Kingdom'. If this is their reason, then the Lord will surely take care of them. The main cause for dropping out of the work is that such colporteurs do not put in enough time in the work. We received a letter not so long ago from a colporteur who has been in the work for years in answer to the question, "How do you keep in the service?" We quote part of the letter he wrote in reply:

How to Get into the Pioneer Work

There are just two things to do to get into the Pioneer Service. (1) DETERMINE by the Lord's help TO DO SO. (2) DO IT. If you are a Christian, fully determined to do God's will, there is no other preliminary required. Someone says, "I have been considering it for some time." And another, "I am seriously thinking about it." This reminds us that some have "considered" and "thought" about consecration for forty years, more or less. But we ask, What are you getting out of your "considering" and your "thinking about it", but misery? Is there any joy in it? In your mind's eye go for a moment to the proverbial old swimming hole and see the poor fellow there, shivering on the bank, afraid to get wet. Isn't he "thinking" about getting in? Does not his presence there without clothes prove beyond a doubt that he has been "considering" the matter "seriously" for some time? Hear the happy shouts of the boys that are already in! They beckon and exhort, "Come on in, the water's fine!" Who is more miserable than the boy who keeps on "considering" and reconsidering the matter? His "thinking" and rethinking about it gets him nowhere. He will soon be compelled to "get in the swim" or else put on his clothes and go home. Now the greatest opportunity of the ages is offered to the children of God. Those who have plunged whole-heartedly into the service of God are all aglow; the joy of the Lord is their strength. They shout joyfully to their brethren, "COME ON IN, THE SERVICE IS FINE!" They freely declare that no good thing has Jehovah withheld from them. It remains, however, for each to determine for himself whether to merely get his feet wet and be miserable while he goes on "considering" and "thinking about it", or to plunge in all over and at once, and be filled with the joy of the Lord, with the others. "Time to go home" will soon be here!

It seems highly appropriate at this time for all the pioneers, and all who ought to be pioneers, to catch on that there is now something more important going on than farming, dishwashing, barbering, clerking, carpentering, teaching, managing, doctoring, contracting, or being the greatest salesman, statesman or railway president on earth. The deliberations of Wall Street, Congress, and the League of Nations are but child's prattle as compared with the word which God has put in the mouth of his anointed.

How to Stay in the Pioneer Work

It is one thing to get into the pioneer service, and it is quite another thing to "stick". Did anyone ever hear of a man of the world attaining eminence in his line by averaging 20.98 hours' work a week? No sir! They work, and they work hard, fifty to one hundred hours a week. Great men (???) like these cannot afford, and are not expected, to run errands for grandma; or make a dress for Susie; or help mother do the washing; or take care of Aunt Molly's children while she goes to help Aunt Kate take care of poor little Bennie with the whooping cough!! No indeed! Such men are too busy. Their business is *too important,* they think. Well then, what do you think about the importance of your business, Mr. Colporteur? Who commissioned you to please your relatives, or to do "thank you" jobs for the neighbors, so that they will sing your personal praises while they push aside or even insult your God? Sentiment may be all right in its way, but its way is a long way from the way of the anointed. Our time belongs to Jehovah God, and we must stand up and say so, no matter what devils or men may say, or what dire calamities they may predict.

Since time is the stuff *service* is made of, it may be helpful to analyze what we did with our time last year, with a view to improvements this year. There are 24 hours in every day; 7 days in every week; and 52 weeks in every year. The Lord has slighted no one. Each of us has 168 hours to account for in every one of those 52 weeks of last year. Let us scratch our heads and get busy.

We had to have 8 hours to sleep, and 3 hours to eat, and 1 hour to dress and undress, every day; so there is one half of every week accounted for, the first thing. That's 84 hours.

Since the secret of health is not yet out, most of us are incapacitated by sickness for a portion of the time; some never have a sick day, and some are never entirely well. Just to be liberal, say we averaged 10 hours sickness a week apiece, in addition to our eating and sleeping time. That's 10 hours.

Most of us attended, or should have attended, one convention during the year. Getting ready to go, going, attending, getting back, getting unpacked and ready to canvass, took us from one to three weeks, according to distance and mode of travel, and diligence exercised. Make it liberal and say two weeks, at 12 hours a day; that's 168 hours, or an average, in round numbers, of 3 hours each week of the year.

Unfortunately, wives and hubbies get sick, as well as we. After laying aside all sentiment and selfishness and foolishness, and after leaving everything undone that we possibly can, there may have been a few personal and family obligations to be briefly but unavoidably attended to. Let us allow very liberally for such losses of time. Make it three weeks at 12 hours a day, or in round numbers, 5 hours a week, on an average, for the whole year just past. Many ought not to have to spend an hour in this way.

Autos also get sick. Sometimes we have to sew on buttons, shave, bathe or shop. Let us be liberal again, so our account will balance. Say 5 hours a week, as an average for the year on these items.

Now what else? "Vacation!" shouts someone in the rear. We came near not hearing you, as such an item almost looks like "padding" the account. A crowd that worked only 20.98 hours a week itemizing that they took a vacation!! Well, here it goes! Vacation, two weeks; and that is an average of 3 hours a week for the year.

Now for something better. We must allow for traveling to territory every day, and for occasional moves from one territory to another. Think, too, how we pored over our bookkeeping, and made out weekly and territory reports! Books had to be ordered; shipments received, handled, stored, unpacked, rehandled. Yes, and we did some real brain work, too; we did a lot of thinking ahead and laying plans. All of these things are real pioneer work. Properly attended to they saved time for the actual canvassing. Now let us again be liberal with ourselves, and allow ourselves 50 percent as much time for this subsidiary colporteur work as we got in the actual canvassing. Call it 11 hours a week average. Now can anyone think of anything else that honest Christians in the pioneer work would be doing? Then let us count up and see where we are.

		Hours a week
Eating, sleeping, drinking	Average:	84
Sickness	"	10
Annual convention	"	3
Outside obligations	"	5
Autos, sewing on buttons, etc.	"	5
Vacation (???)	"	3
Subsidiary colporteur work	"	11
ACTUAL CANVASSING	"	20.98
To balance account	"	*26.02*
Total		168.00

Being interpreted, the above analysis means that in addition to our most liberal weekly allowance for every necessary activity, we colporteurs have somehow or other spent over TWENTY-SIX HOURS A WEEK apiece, every week in the year, at something which was not actual preaching and is not in our liberal estimate.

It is a fact that pioneers during the last year put in an average of 20.98 hours a week. In winter some of them drop out and others canvass only ten, eleven, or twelve hours. No wonder they cannot make expenses. Then others canvassed thirty, thirty-five, or forty hours, and these helped to bring up the average to twenty hours a week. The above letter, written us by an old-time, successful colporteur, is applicable not only to a pioneer, but to an auxiliary or a class worker; and all can put it into practice. The biggest thing in our lives should be to preach this gospel of the Kingdom; and if we would so put in our time in witnessing from door to door, more people would have the opportunity of getting this message and more books would be placed in the hands of the people. Let every one of us this year put forth a special effort and endeavor to carry out the Lord's commandments.

Suggestions for Preaching This Gospel of the Kingdom

The Lord has anointed his people to preach the gospel of his Kingdom as a witness to all nations. Jehovah declares that when they have

performed their part, then he will make for himself a name. How important it becomes, then, for each one of the anointed to put forth every effort in order to perform his part. The question uppermost in the minds of all those who truly love the Lord is, "How can I perform my part better? How can I leave a better witness to the honor of Jehovah's name?"

In order to do this, it is important not to talk too much, so as not to kill the interest which might otherwise be stimulated. To leave a witness it is not necessary to tell each person everything about the Bible or to answer all his questions. Some try to do this, with the result that it turns the person against the message. Oftentimes some workers return without having done anything besides talking to three or four persons during an entire afternoon. When such is the case they usually do not place anything. If you look over your experiences you will usually find that in the places where you have done the most talking you have left the fewest books. One colporteur writes us as follows:

Whenever I hear any one talk like that, a mental picture arises before my mind of a man, wet with perspiration, with a spade over his shoulder, appearing at the cook shack of the construction company at dinner time. He is hungry and happy, and talks garrulously of his accomplishments of the forenoon, with his spade. He is on the pay roll of the company as an operator of a great steam shovel, and is supposed to handle thousands of yards of material every day, not spadefuls. What business had he with a spade, while his company's great steam shovel, supposedly manned by himself, is dangling idly in mid-air? Why talk about "giving the witness" when one has merely been giving a mediocre talk to some individual while on the pay roll of Jehovah God to deliver the very finest of sermons wholesale, and in printed form, at all the next houses?

In order to leave an effective witness, the first essential is for one to really appreciate the importance of the work which he is doing. Remember that you are acting as a representative of the great Jehovah and that your purpose is to sing forth his praises to the honor of his name. You are not a book agent, nor do you need to apologize to any one for the work which you are doing. No greater commission can be granted to a human being than that which you are fulfilling as you go from door to door with the Kingdom message. If you keep this in mind, then even if you do not place any books, you will not become discouraged. As one colporteur writes us, who has had bad days as well as good ones:

Don't be discouraged. "That's easy to say, but I can't help it. If I can't sell books I just get discouraged and down and out and unfit to canvass, and I just have to give up for awhile," someone replies. But such is not the right attitude. God's anointed do not sell books. They have a high commission to preach 'This Gospel of the Kingdom'. If your best endeavors fail to place the books in the homes of the people, and you "can't help being discouraged", here's what you can do. Do not *give way* to your discouragement, but instead redouble your energies and KEEP ON KEEPING ON. Success in this fight is only for those who DO the will of God, not the will of discouragement. The faint-hearted ones who can't get started today, but will 'Try it' again tomorrow if some other excuse does not turn up, may expect all kinds of financial and other troubles to beset their way. In fact, that is just the way to get into the tribulation class.

As a witness for Jehovah, the importance of this work can compare with nothing else. To the anointed it is the all-important thing; and the more time that can be devoted to this work, the greater become their kingdom interests correspondingly. When viewed in this light, the worker, as he calls on the people, will be able to speak with conviction, with boldness and in a convincing manner because he really believes what he says and in the work which he is doing. All business concerns realize the importance of their representatives themselves being sold on their articles, if they are to succeed. The anointed of the Lord, therefore, have the first requirement for success if they really have faith in the Lord.

The Approach

As you go to the door, then, do so with confidence, remembering that your work is the Lord's work and that you are there, not to ask the people for anything, but rather to give them an opportunity to attain life; for no one can get life without an understanding of the great fact that Jehovah is God.

Smile as the person answers the door. You have a message of good cheer, something that you are happy about, and something that will bring happiness to them. This doesn't mean, of course, that you should grin at them like a "Cheshire cat", or just assume an affected smile for appearance only. Such a smile is worse than none at all. The main thing is to be natural;

and if you really appreciate the privilege which the Lord has given you to call on the people from door to door, you just can't help being happy about it and smiling as you tell the people about the good tidings which you bring them. A smile brings cheer right at the start of your canvass. With the great amount of distress and misery in the world today, there is very little cheer, and probably the one upon whom you are calling is in need of it. One colporteur writes us that he has made this rule for himself: "Never stop smiling. No one will get very mad at you while you are smiling, and it's sure you can't get angry with a smile."

Naturally the people are more or less suspicious of agents, and in many instances you will find that, when they see you, a stranger, at their door, they will begin looking around for your bag of books, or case, and the first thought that comes into their mind is, "I wonder what this person has to sell." Hence, if possible, it is advisable to keep your books out of sight until you have introduced yourself. By your having an open bag of books standing in clear view, they jump at the conclusion, "Oh, here's just another book agent. No, I don't want anything." The door is closed, and they have not heard a word you have said about 'representing the Watch Tower', etc. If you have some books in your hand, hold them behind you until you are ready to present them for their consideration. If you have a bag, place it where it will not be so readily seen. Remember, you are not a book agent, with something to sell. You are calling on the people to preach the gospel of God's kingdom. It is perfectly proper, then, that you should, if possible, avoid being mistaken for a book agent. If you are identified as such, you will almost invariably find that the person's mind is closed to what you have to offer, before you have had time to open your mouth. Keeping your books out of sight until you are ready to tell about them will help in this respect.

The Introductory Remarks

Coming to the door with a smile on your face and keeping your books out of sight, you must now be ready to say something that will introduce yourself, make known your mission, and arouse interest. It is important, then, to say something that will attract their attention to what you have to say. The following is an example of what *not* to say.

"Good morning, lady. You don't want some good books on the Bible, do you?" Why would such an approach be poor? In the first place, because the very question itself invites a negative answer. Be positive, not negative. In the second place, the vast majority of people are not interested in the Bible. Our mission is to encourage home Bible study and to interest the people in the study of God's Word. To simply come to the door and introduce yourself in such a manner is to be inviting the door's being closed in your face as just another book agent.

Open your remarks with some statement that will introduce yourself and at the same time awaken a curiosity in what you have. It is for this reason that many of the workers have been using the following with good success: "Good morning. I represent the Watch Tower, which has been broadcasting Judge Rutherford's interesting Bible lectures over a network of 32 radio stations every Sunday morning. Have you ever listened in to these wonderful lectures?"

Why is such an opening more likely to arouse interest? In the first place, because most people nowadays are interested in the radio. Secondly, because the fact that the Watch Tower broadcasts over a large network of stations adds weight to what you have to say, and naturally the person at once begins to wonder for what purpose you are calling on him. And in the third place, thousands of people have listened in to these programs and will know at once how to receive you. If they have listened in to the programs they usually take one side or the other. If they are opposed, then the sooner you find out the better, for then you can be on your way to call at the next home without waste of time. If they are favorably inclined, then the sooner they know who you are, the better. You and your work are at once identified as being something different from the usual hocus-pocus of the churches and other religious bodies.

Some have asked the question, "Should I not say that I represent the Lord, instead of the Watch Tower or Judge Rutherford?" Of course, you do represent the Lord in going about from door to door with the message of his kingdom, and as far as the truth is concerned in the statement it would be perfectly proper, but one should bear in mind just what effect the statement will have upon the people, and whether or not it will aid one in leaving with them a witness. Such an introduction, in the majority of

instances, would lead the party so addressed to think, 'Here is some religious fanatic who is going to try to convert me or take up a collection.' The opening remarks should be such as not to create the wrong impression, but rather to gain the attention so that you can explain to them your mission and sing forth the praises of Jehovah. It is perfectly proper to say that you represent the Watch Tower or Judge Rutherford, because you are bringing to their attention books published by them and written by him. Try to keep in mind the point of view of the people, and make your remarks accordingly.

The advantage in asking them if they have listened in to any of the programs is that it brings their minds to what you are saying. Naturally the person called upon is wondering what you are there for, who you are, etc., and his mind is likely to stray to his own thoughts regardless of what you are saying. His answer to such a question will give you some clue as to what he is thinking about and whether or not he has misunderstood your introduction. With such an introduction you will frequently meet with such answers as the following, "I don't want to buy a radio," "I have no radio," "I think I have listened in to them," "Yes, and I like them fine," "No, I have never heard them." All of these give you some clue as to how to proceed with your canvass. If the party thinks that you are there selling radios, it is well to know the fact at once, in order that you can tell him, "Please do not misunderstand me, I am not here selling radios, but rather my mission is to try to encourage home Bible study by helping the people to understand how they can really find out an answer to their many questions right from their own Bibles," or something similar. If he has listened in but does not seem to identify you or your message, then you can proceed accordingly with some such remarks as, "I am glad to know this, because thousands of people have been listening in and have been expressing their desire to know more about the good things which Judge Rutherford has been telling them from the Bible." The finest material available for canvasses may be found in the foreword of each of the books. These forewords were written for that very purpose.

Produce Books Quickly

It is well not to make your opening remarks too long; for to do so but loses the interest of the people, and their minds begin to wander again. A few introductory remarks, as the above, should be sufficient. Then produce the books, with some such statement as, "There has been such a demand for the Bible proof of what he has been saying that he has compiled this in these books which I have here today."

Meet Objections Before Expressed

As soon as you show them the books, what effect does it have upon the majority of listeners? Most of them will think, "Just as I thought; another book agent." And the next objection that comes into their minds is, "This fellow is going to try to stick me for a lot of money for all those books. I can't afford them, and won't pay any attention to him."

These objections might just as well be recognized by the worker, because they are but the natural reaction to the very fact that you are there with a set of books. Why not answer these objections at once so that you can have a better opportunity to tell them of the Kingdom and interest them in the study of God's kingdom message. How can this be done?

One worker informs us that he has had fair success by stating at this point when he presents the books, "Now please don't mistake me for a book agent, for I am not. I am here to tell you about the good news of God's kingdom and to try to encourage the people to look into their own Bibles and to understand it for themselves. These books are put out at cost price of printing and distribution, so that everyone can get the good news."

Having answered two of the main objections which arise in the mind of most people you can proceed to tell them something about the books themselves and how they will answer their many questions.

Remember not to talk too much. Many people have refused to take any books merely because the one calling upon them has talked and talked in an uninteresting fashion upon something that they know nothing about and are consequently not interested in. By telling them all you know, they are inclined to feel, "Why take the book? He has told me what I want to know, and I wouldn't be interested in reading any more."

Sometimes it is well to even answer a few more objections in this same manner in your canvass, particularly when you get into a com-

munity where there seems to be a general sameness in the thoughts of the people. Haven't you found that some days you go out into a section where it seems that everyone tells you, "I have my own Bible," and that seems to settle everything in their own minds? It seems that when they have given utterance to the objection it is indelibly impressed upon their minds and is more difficult to break down. When you get into such a community, then build up your canvass so as to meet this objection before they have time to utter it. Follow up your introductory remarks with some such statement as, "Now, of course, you have your own Bible and that is why I am calling on you, to help you to find in it the answers to many interesting questions. Haven't you often wondered just what the Bible definition for the soul of man is?" By following with several other questions, without giving the answer, but showing the party how the books will help him to find the answer in his own Bible, this objection can be overcome. This objection is encountered largely in communities where the sectarian spirit is strong, and where the people are faithful to their own particular church. It is well, therefore, to stress the point that the books you are offering are not sectarian but present the Bible proof regardless of any sect, creed, or denomination.

With this same objection usually goes the one, "Oh, that's just man's opinion." This can be met at the same time in discussing the point by adding some such remark as, "Now, what we want is the truth, isn't it? not just man's opinion; and that is the very purpose of these books. It is because of so much of man's opinion that we see so many different creeds and denominations in the world today. These books have been written for the very purpose of enlightening the people on the Bible itself, without regard to these. Notice in the back of this book (*The Harp of God*) the many, many scriptures which are referred to in these books." Then show them how the Scriptural index can be used.

One colporteur informs us that she has met this objection in this way:

When I meet this objection, I open the *Deliverance* book at page 2 and show them that the books are entirely supported by the Lord's Word. I tell them that the Lord uses human instruments in telling his purposes to the people now. I show them how Daniel was used in his day. 'Surely Daniel was a human agency used of the Lord and loved the Lord. Daniel was commanded to close up the book until the time of the end. We are now in that time, and it is now possible to have an understanding of the Lord's purposes. The Lord is using human individuals to do it.' I show them how every point in the books is supported by the Lord's Word.

"Haven't Time to Read"

Then sometimes you get into a community where it seems that the people are very busy, or you come to a door where you see conditions are such that you would judge that the people will be sure to raise the objection, "I just haven't time to read." Change your canvass to suit the situation, if possible, and answer this objection before it is raised by them. The suggestion has been offered that when you encounter this condition some such remark as the following is effective: "Now I see that you are a very busy person and probably do not have much time to read, but these books were written for people in these very circumstances. They do not require lots of time, and you do not have to read them like you do an ordinary novel." Show them the advantage of the topical and scriptural index which makes it possible for them to get an answer to their question in a moment's time.

"I Have No Money"

With hard times increasing among the people, one of the most frequently met objections is, "I have no money." In most instances, however, it is not the true reason for their rejection of the books. One worker tells of a call he made on a man who listened to the canvass for a few minutes and then said, "I sho' would like to have the books, but I have no money." The worker kept right on talking until finally the man took out a five-dollar bill and took the entire set. In many instances what is really meant is, "I have no money for your books because I am not sufficiently interested to take them and do without something else." The task of the worker is to convince them that what he has is more important than anything else that they could possibly obtain. In order to be able to do this, it is absolutely necessary that he himself first be convinced of the fact. If you yourself do not believe that God's truth is more important to you than a life of ease and comfort; if you yourself do not believe that the Lord is the rewarder of those who diligently seek him; if you yourself are not thoroughly convinced that

an understanding of how to obtain life is more essential even than one square meal, and that it is more important to know how to honor Jehovah than to gratify your own selfish desire, how do you expect to be able to convince anyone else of the fact?

One colporteur who has had remarkable success in working in territory where the people have been suffering from extreme hardship, writes us:

As everywhere else, these farmers are all hard pressed and find themselves between the upper and nether millstones of high taxes and low prices for their products. Invariably they listen most attentively to the canvass. Yes, they would like to have them, but..... they feel that they cannot afford them. I found it very effective when they plead lack of funds, to say, 'I surely realize how it is with honest folks in these days. You not only cannot afford to get what you *want,* but you cannot even get *the things that you really need.* That is one of the reasons that the I.B.S.A. is making such a heroic effort to reduce the cost of these books, so as to put them within the reach of everyone. If I knew of anything you could spend a litle bit of money for that would be of more lasting benefit or of greater real comfort and encouragement, to you and to your family as they grow up in this perverse world, I surely would not want to see you spend anything for these books. Even if one has to make a real sacrifice to get these books, just at the time, yet long years after you have forgotten your little present difficulties and also the trifle which these books cost, you will still have these books. And better than that, you will have the comfort and encouragement out of them for yourselves, and your children will have the education and the information out of them, which will be far more valuable to them than the things they will learn at school.' You have to give them a real honest-to-goodness, logical and Scriptural heart-to-heart argument that will prove to them beyond a doubt that the books, and the favor of God which they represent, are worth more to them than mere bread and meat and shoes; also that they are more likely to get the necessary food and clothing by the favor of God than they are by their own best efforts, which are becoming more and more futile.

Another colporteur suggests:

One way I find to meet this excuse of "No money", is to tell them the cost of the books will not be more than the ordinary laborer's day wages. "You can squeeze back the cost of the books in this way by putting in another day's work." Tell them that 'Jesus sacrificed in behalf of the truth. The earth is Jehovah's, and everything therein, and so you will receive a blessing and be glad that I have brought it to you'.

Still another colporteur writes:

One good way to meet the "No money" proposition is to ask for a check; and if the checking account is low ask them to date a check for their next pay day and you will hold it until that date before cashing it.

This method is also suggested by another colporteur who says:

At least half of the people that eventually take the books from us turn us down at first, having "No money" or some other reason. We pay no attention but just say, "Oh yes, I wanted you to be sure to notice this," and start to talk to them again from a different standpoint. If they really have no money, we offer to take a check (always carry some blanks on the local bank; or if you do not have one on the right bank, offer to change it for them). In the last three months we have taken ten or twelve checks dated from one week to one month ahead, thus allowing the party to get the money and deposit it, and have never lost a penny so far.

But the most powerful and effective answer to the "No money" prospect is the sincerity and earnestness of the worker himself. If you sincerely believe that you have just what they need and that it is really worth more to them than their last dime, that God's truth will bring satisfaction where everything else fails, and joy where otherwise misery exists, you can be a real help and a blessing to the people.

"I Have One Book That Covers All That"

Frequently the worker gets into territory which has just been worked by a book agent who has been selling some large and expensive volume on the Bible, and the people feel that what they already have is sufficient. One colporteur finds the following an effective method of meeting this objection:

Prospect: (after the colporteur has shown books) "Your books are good and all that, but I have one big book that covers all that in one. It has a fine leather cover, and I paid $5.00 (or more) for it." (Sometimes it is a large indexed Bible, instead of a book on the Bible.)

Colporteur: "Yes, I am sure that the book is very pretty, but haven't you found it quite tiresome to hold so large a book when you wish to read a good deal?"

Prospect: "Yes I have; and really I do not read in it like I want to for that very reason."

Colporteur: "Because I have found that to be true in my case is the reason I asked you. Now do you notice that these books are a complete help, yet are bound in a convenient size to hold? You will really get much more good out of them than a large book."

I have found so many people that agree that our books in a group are much better than a large one.

Another point to remember in such instances is not to tell the party that he has obtained something that does not contain the truth. No one likes to be told that he has been "stung". To waste time talking against some other books but prejudices the party against you and the work you are doing. Agree with him that the book is pretty, but show him how your mission is entirely different, that the entirely distinctive feature of your books is that they tell of God's kingdom on earth.

Agree with Prospect; Don't Argue

Much time and energy is wasted by many of the workers by getting into arguments on the Bible with the people upon whom they are calling. This is never a good policy, because such arguments rarely, if ever, accomplish anything. The old adage, "A man convinced against his will is of the same opinion still," is a good one to remember; for even though you may defeat the person in the argument, the sting of defeat will more than likely make him more openly opposed to you than ever. Your mission as a representative of the Lord is to preach the gospel of the Kingdom, not to get into arguments with the people. The most effective way to do this is to encourage them to take the books, to read for themselves the Bible proof presented therein. If they do so, they will have a far better opportunity to get the correct view of the Scriptures than by disputing with you on various passages. Too much stress cannot be laid on this point.

One colporteur writes us:

I believe that it would be a great help to all workers to remember the rule to sympathize, not antagonize, or to agree, never contradict. For instance, if one says to me that he has no time to read, I never say to him, "You will have to take time to die," or, "You have time for other things." It seems to me that that would be to antagonize. Rather, I try to put myself in his place, taking it for granted that he honestly thinks that he has not time to read, so I say something like this: "Yes, I understand, for I do not have time to read much, and I just love to read. What slaves of necessity we are." By this time he is sympathizing with me, that is, has a "fellow feeling" for me, for we are in the same predicament. In that frame of mind, it is easy to get his attention while I speak of the relief from this condition. I have such an inborn dread of meeting strangers that unless formality and coldness are dispelled in the one whom I am canvassing I am at a great disadvantage. In order to do this, I usually say with a smile and a bow, "Good morning. I have the pleasure (and I say it as if really a pleasure, and it *is* the greatest pleasure in my life) of coming to you from the Watch Tower, representing Judge Rutherford."

Another colporteur writes:

Sunday I was showing the books to a gentleman. He picked up *Creation* and, after examining it, said, "I don't think there is much in this book." I asked, "Why?" He said, "I don't believe it"; and then he read the ad in the back for the *Hell* booklet and said, "Now I think hell is just what the Bible says it is." I thought of what you had said about 'agreeing with them' and said, "You are right. It surely is." He at once quieted down and took the Jew book, while his wife had the *World Distress*. She spoke up and said, "I like that one." He took both of them and said, "If you will come back the 6th of December, I will take *Creation, Deliverance* and *Reconciliation.*"

The Value of Demonstrating

One worker writes:

I find that demonstration is what places the books, and to arouse interest I ask questions and show them how easily the answers are found. Then while still talking about my last book I get all the books into one hand and hand the bunch to the customer just as though he fully intended to take them, and say, "$1.98." (He, of course, was offering the five books) Doing that to a man the other Sunday, he took them and walked away to find a place to lay them down so he could get his money. His wife, also lost in the moment, said, "Well, ain't you going to pay for them?"

Friends ought to learn the indexes in each book and have certain ones memorized to aid in demonstration.

Another time, to a woman, I mentioned, "Where is God, and the Pleiades?" She at once awakened to wonder and asked, "Do those books show that?" "Sure," I answered, and turned to the *Reconciliation* book index "P" and proved to her that it is found on page 14, and that anything like that which daily comes up can be found and answered, and your Bible to prove it.

We believe that this is a very good suggestion to follow, as it helps to convince the people that they really need the books. Besides this, it shows them how they can get the most out of them after they have obtained them.

Questions Stimulate Interest

One of the most effective methods of arousing interest is to inject a number of different questions into your canvass. It is not necessary for you to answer them yourself, but rather show how the answers can be found in the books themselves. To do this is much more effective than to tell the answer yourself. To aid the workers in this, the Society has prepared question slips based on the various books. Many of the workers are using these and are finding that they have done wonders in aiding them in placing the books in the hands of the people.

A colporteur writes us:

> In the past I have been asking a lot of questions and then answering them myself, and about all I was doing was just killing myself. I ask the questions now but don't answer them. I tell them the answers are in the books, and the people's interest and curiosity are aroused.

Frequently these slips do all the canvassing in themselves and, when left with a party, will awaken a desire for more of the Kingdom message, as this brother writes:

> I tried to canvass a man and he would not let me, so I handed him a question leaflet, and went to my car. I was just getting ready to start when I looked around and saw him coming after me. He asked to see the books and finally took five of them.

One colporteur has obtained question leaflets on all the various books, and makes a little booklet out of them by putting them all together with the radio leaflet on top. She says that it takes well, and contains some real advance information for the people which they seem to appreciate.

Conclusion of Canvass

Sometimes the worker meets with a party who spends considerable time in weighing in his mind as to whether or not to take the books, which makes it necessary to talk more than usual. In bringing such a canvass to a conclusion, it is well to stress but *one* basic thought. In your canvass you have talked of many of the features of the books containing God's purposes, and no doubt have been able to notice some one which seemed to particularly interest the party. Stick to this one instead of changing the subject, and bringing up additional points along the same line which will aid the party in making the proper decision.

In your closing remarks be positive, not negative; by which is meant, convey the impression that you expect the people to want to take the books. If you make them think that you do not expect them to want them, naturally their reaction will be the same. Thus, the negative closing would be, "Now you wouldn't like to have me leave these books with you today, would you?" This is inviting the person to say "No". The positive way would be to say something like this, "Now I shall be glad to leave these books with you today so that you can start your reading at once. Just think of it, only $2.40 and the entire set of 7 books is yours right now."

Encourage them to take the books; don't discourage them. But don't try to force them into doing it. Remember that your commission is to be a witness for the Kingdom, not a book agent, and to help and to encourage the people. It is fitting and proper for one to endeavor to show the people how they are in real need of the Kingdom message. If they know nothing about it, one cannot expect that they would recognize this need; but it is there nevertheless. If persuasion, instead of force, is used, this recognition of the need can be awakened; but otherwise not. The Lord has honored you with the commission of representing him and watching the interests of his kingdom. May all go forth in the work with the unselfish desire to exalt and honor his name.

A Suggested Canvass

In the following canvass, it will be noticed that an effort is made to offset the following possible objections which arise in the prospect's mind:

(1) This fellow is just another book agent.
(2) All those books must cost a lot of money.
(3) That's just man's opinion.
(4) I have my Bible.
(5) I belong to some other church.
(6) I haven't time to read.

Other features:

(1) Short introduction to arouse interest.
(2) Arouses interest by
    (a) Questions.
    (b) Demonstration.

(3) Stresses one primary point of how books encourage home Bible study.

Good morning:

I am representing the Watch Tower, which has been broadcasting Judge Rutherford's most interesting Bible lectures every Sunday morning over a network of 32 radio stations. Have you ever listened in to any of these remarkable programs?

There has been such a demand for more information on the subjects which he has been discussing that I have here his latest books. (Produce set) Now please don't mistake me for a book agent, for I am not. Rather I am calling on you and the rest of the people in this community to tell you about the good news of God's kingdom, and to encourage home Bible study. When I tell you that I am offering you all these seven books for only $2.40, not apiece, but for all seven, you can see that I am not doing this work for any commercial purposes, but giving them to you at cost. If I were a book agent you would have to pay that much for each book.

This special offer is being made so that everyone might be able to rejoice in the good news of God's kingdom which these books contain. They show that it is not God's purpose to have the people suffer, to live in misery, sickness, under oppression, and die, but rather that he purposes that they shall enjoy happiness, peace, prosperity and perfect life right here on the earth. They prove to you conclusively, right from your own Bible, that we are living in the great time when God is to vindicate his name from the many false charges which have been made against him and to bless the people.

In considering such things, you do not care for man's opinion on them, but what you really want is the truth, isn't it? That is the very purpose of these books, to give you just exactly what God's Word of truth, the Bible, has to say on these all-important subjects. If you have a Bible of your own, so much the better; for it will help you prove that which you read as true.

Now haven't you often wondered just what the soul is? What happens to the heathen, or the innocent baby when it dies? Where the dead are? Will the earth ever be destroyed? Will mankind ever live for ever? and hundreds of other questions like I have printed on this leaflet, which shows the exact page on which their answers can be found in these books? There are all kinds of different ideas on these subjects, but the Bible is the only true source to which to go if you really want the truth. And when you see how much more wonderful the Bible answer is than the theories of men, you will rejoice greatly. These books are not sectarian or denominational but are for all people, Protestants, Catholics, Jews or Gentiles.

Notice in the back of this book (taking out *The Harp*) that there is this scriptural index so that any time you want to look up the meaning of any passage all you have to do is to locate it in this index and then turn to the page. And in this book (——), notice this attractive topical index which enables you to find on just what page any subject you want to look up is answered. Now take for example this matter of the soul. By looking under "S" you find that it is discussed on page ——. (Show them how to use the index.) Turn to this page and there you have the answer. A similar index is in the other books, so that if you are one of those busy people who find it difficult to get the time to read very much, these books are just what you want. Without waste of time, in a moment, you can turn to the page and find the answer.

The purpose of the books is to help the people to see that the Bible really does contain a satisfactory answer to their many perplexing questions and problems. As you read these books, you will rejoice as have millions of others in coming to a clearer understanding of the great purposes of Jehovah God and the wonderful time which is just ahead.

Just think of it, all these seven books today are only $2.40. By giving me only $2.40, I shall be glad to leave with you all seven beautiful books.

And now, dear brethren, above all, remember that you are ambassadors for the Most High, the Creator of heaven and earth. Without his help and blessing you can do nothing. Ask for it each day, and then, in his strength and in his name, with boldness and dignity, witness to the people that Jehovah is God, King Eternal. And as you go forth also remember that we here at Brooklyn are pulling with you, heart, mind, soul and strength, all that we have.

Your brethren in partnership with Christ,

Watch Tower B. & T. Society.

TERRITORY PROBLEMS

Both classes and colporteurs are faced with the problem of getting their territory worked thoroughly. When the Lord entrusts one, be it a class or a colporteur, with an assignment of territory, to it or him has been committed a certain interest of his kingdom. It becomes the responsibility of such to see to it that the witness is given to the people who live there. Some feel inclined to work only the towns and rural sections on the main highways, considering that if they have done this they have fulfilled their obligation to the Lord. But are not those who live in the remote sections just as much entitled to hear the Kingdom message as those who are more fortunately located? Surely so. More and more of the friends are awakening to this responsibility and are finding that when they put forth a special effort to get to those in such remote sections the Lord frequently has a special blessing for them.

WORKING REMOTE SECTIONS

One colporteur who has enjoyed the privilege of being in the full-time service for years writes:

"Never pass up a little old side road; your very best territory is out there, probably at the remote end thereof. Don't call a territory finished when you have canvassed the towns and main roads. You have then only started the territory, and have done the poorest parts first. Experience shows that it is best to work the territory systematically, canvassing everybody everywhere, taking the territory clean as you go. If there are logging camps, turpentine camps, mining camps, or other isolated communities, find this out; learn their pay days in advance, and plan to be there on the instant. Usually this is on Saturday afternoon. Be there on the job prepared to work late that night and all day Sunday and especially early Sunday morning, before any one gets away."

This is excellent advice for pioneer colporteurs, and can be put to good use by the classes as well.

To be sure, the roads are likely to be worse during the winter months, which makes the task more difficult. And yet it is a problem that must be faced. There is much territory, particularly in the South, in which the rural sections have never been canvassed. During the wintertime the roads are very muddy and wet. During the summertime, when they are dry, the colporteurs desire to go North, where the weather is cooler. To meet the difficulty takes a real zeal for the Lord and a desire to seek first the interests of his kingdom.

One sister who was working in the mountainous sections of Kentucky last spring wrote to us:

"Every road goes up a creek, and you cannot tell what you are going into. Many roads are impossible to travel by foot. One day I had three houses to call at, up a creek, with no way to make except by wading half a mile. So I took off my oxfords, and had to be very careful not to slip down, as the roads were very slick. At the first house I was invited right in. The lady said, 'My girls were just wishing for some good books to read. How remarkable you came so soon!' So she took the set of 5, and several booklets. I had to remove my shoes again to continue on up the creek. Calling at the second house, the folks had lost a baby and were in need of comfort; so it was not hard to show them their need of the books, also a Bible. Continuing to the third house, I found they did not have anything to read and were very glad to get the set of 5 books and booklets. I had taken chickens at each of the three houses, so had quite a load to walk down the creek with, but was so glad I could take the Lord's message to them."

Surely the Lord was pleased with this sister's effort in getting to these homes where almost everyone would have passed them by. This but illustrates the point made by the other colporteur about the advisability of getting into the most remote sections with the message.

Another sister got into a territory where the roads were very bad, and impossible to work with an automobile on this account. But she did not give up. Instead, she hired a horse from one of the farmers for $1.00 a day, including a saddle and bag. She writes:

"Am due to confess that horseback-riding all day is very tiresome; but by this method I am enabled to reach every house in the country. I can't stand riding every day, for I get too tired. . . . I can carry 45 bound books and some small booklets, and am mailing books to post offices on the way."

A pioneer colporteur working in Idaho tells of an economical way for colporteurs to work remote sections:

"This is my fourth night out on the road, and I find it to be the way to place books. I have doubled in the number of books placed by staying over night at the place of my last visit. If one place refuses to keep me, I keep going until I find kind-hearted people. So far I have found them more than willing to accept books when offers of cash seemed to be less acceptable, since I make plain my work and mission. By stopping on the road in this way I have my bed with me, and I save extra mileage to a central camp. Also, I am able to place extra books because of the added time to spend in the work and because of leaving acceptable books in the home where I lodge, with people who might otherwise refuse to take them."

WORKING SMALL STORES

Another one of the problems to be met is how to canvass the small stores and business sections of the towns and villages. This colporteur, who has had considerable valuable experience, writes:

"In working the stores in the small towns, I used to go in and start my canvass regardless of who might be standing around. Often the manager would hem and haw, look foolish, and guess he wouldn't be interested. I soon found that the audience made him self-conscious and killed the interest. Now I ask for the manager. If he says he is the manager, I say, 'May I see you for a minute?' and walk back to a convenient place away from the rest of the people. I contrive, if possible, to lay my brief case on a desk, table or counter in such a position that his back is toward the other people. Then I canvass him in a low tone. If he takes something, and he usually does since I use this method, I canvass the others. As the storekeeper took something they often do also. After I have placed books with one or two in a place or locality, I invariably use their names in my next canvass. 'Mr. Robinson seemed much interested in this,' or, 'When Mr. H. Smith took these books a few minutes ago he seemed much interested in this comment.'"

Many colporteurs who have been working their territory thoroughly are finding that these small stores, which in times past have been overlooked, are proving to be the best of territory.

WORKING APARTMENT HOUSES

Apartment houses in large cities afford excellent territory for the wintertime. Some have difficulty in finding the people at home, but one colporteur from Birmingham writes:

"Many people in apartment houses are never at home in the daytime, as most of the ladies are working. A good time to find them at home is after five o'clock. I have been calling on them then with some success."

A colporteur here in New York has found that evening canvassing in such sections is an excellent time on this account. The people are likely to be a bit fearful with strangers calling after dark, but he has found that a good way to quiet their fears is to have his wife with him in the work. When the bell is rung and if someone asks through the speaking tube, who it is, he replies, "This is Mr. and Mrs. ——— from the Watch Tower." He informs us that invariably the two of them are invited in to sit down and they have a wonderful opportunity to display their books by placing them on the table. He informs us also that by working together they are able to place two or three times as many books as when working alone. Sometimes the sister does the talking and sometimes he, depending on the circumstances.